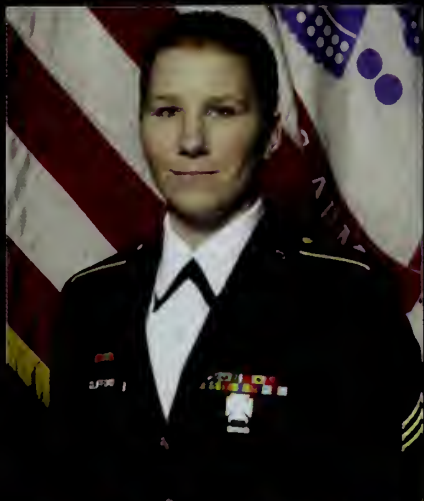


# RECRUITER

United States Army Recruiting Command

March 2003

# Journal



*Awarding  
page 8  
the Best*

# Recruiter

March 2003, Volume 55, Issue 3



The Recruiter Journal (ISSN 0747-573X) is authorized by AR 360-1 for members of the U.S. Army. Contents of this publication are not necessarily official views of, or endorsed by, the U.S. Government, Department of Defense, Department of the Army, or the U.S. Army Recruiting Command. It is published monthly using offset printing by the Public Affairs Office, U.S. Army Recruiting Command, ATTN: RCAPA-PA, Building 1307, Third Avenue, Fort Knox, KY 40121-2726; telephone DSN 536-0167, commercial (502) 626-0167, fax (502) 626-0924. E-mail address: [RJJournal@usarec.army.mil](mailto:RJJournal@usarec.army.mil). Printed circulation: 14,000.

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Deadline for submission of material is the first of the month prior to publication.

Periodicals postage paid at Fort Knox, Ky., and at additional mailing office.  
POSTMASTER - Send address changes to:  
Cdr, U.S. Army Recruiting Command  
ATTN: RCAPA-PA (Recruiter Journal)  
1307 Third Avenue  
Fort Knox, KY 40121-2726

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*March is Women's History Month — "Leading*



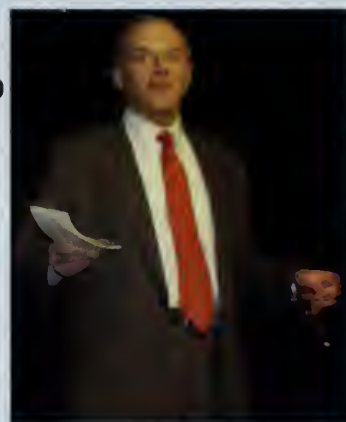
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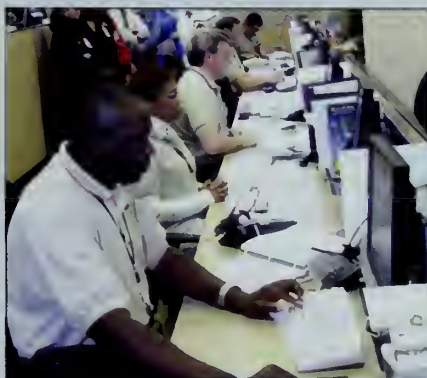
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USAREC cyber recruiters have a new \$487,000 recruiting station on the first floor of the headquarters building featuring 52 computer stations, four wide-screen monitors, and a giant projection screen to display the chat sessions.



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SFC Thomas Downs  
with wife, Alissa

Left, top to bottom:  
SFC Juan Dozier  
SGT Tonya Clifford  
SSG Calvin Lamont  
(Photos by Bob  
Stevenson)



## Interview With CG on Transformation and Recruiting

By Pearl Ingram, Editor of Recruiter Journal

**W**hat would you want our readers to understand about USAREC transformation and recruiting of the Objective Force soldier?

As we examine the transformation of USAREC — which really means transformation of the recruiting process, and ultimately the organizations that perform those processes, first, we find that USAREC transformation is not disconnected from Army transformation. In fact, it's very closely connected with total Army transformation.

How we go about recruiting the Objective Force Soldier, I believe, will be done in a manner much different than the way we recruit today.

For example, we must be more effective in the manner in which we look for (recruit) the Objective Force soldier. Not only will our Army be smaller, but also we should expect that USAREC would have fewer recruiters in the field. Accordingly, we will have to achieve greater efficiency. I liken the way we've done it since my days as a battalion commander and, for the most part, the way we're doing it today — as a "movement to contact." We have slightly over 5,000 recruiters on the streets of America today. Those recruiters are literally in a movement to contact, looking for men and women to fill the Army's ranks. Despite the fact that we are doing a pretty good job of it, the movement to contact operation brings with it a high degree of inefficiency. We could sustain this operation and its inefficiencies in years gone by, but not in the future.

Next, we will leverage the Internet much more than we are doing currently. I am confident most recruiters and leaders across USAREC are generally aware of our cyber recruiting efforts. However, they may not be aware of how much the cyber station and the GoArmy.com site contribute to our success. Both not only produce the highest lead conversion experienced across the command, but point the way toward the future.

*What can you tell us about that future?*

I see a future, which, at the station and recruiter level, will be far less dependent on recruiter generated lead activity. Today, we rely predominantly on station commander directed and recruiter conducted lead generation activity to achieve success. We have always had leads, REACT leads for example, that were the product of external lead producing events. Today, we have Strategic Outreach being directed by the CG,



MG Michael D. Rochelle

Accessions Command that generates leads from many different activities and events. Those events are designed to connect us with our larger market, but produce workable leads as well. The balance between those two very different types of lead generation activity is already shifting, and will shift much more markedly in the coming months and years.

*What changes do you foresee in USAREC's organizational structure?*

As part of our transformation study, we are also looking at brigade redesign. As I travel across the command, it seems clear to me that there are functions that are now performed at brigade level that perhaps should be performed at battalion. Likewise, it appears there are functions performed at battalion that perhaps should be performed at brigade. Finally, we cannot examine battalion and brigade functions without reviewing the "hooks" that each plugs into at the USAREC level. In short, we are examining our business practices across the command to ensure we are doing what needs to be done in order to be good stewards and ensure effective mission accomplishment.

*Is there anything you would like to add?*

Yes, there is. I don't presume for one minute that we have all the bright ideas here at the headquarters or at the various headquarters across the command. Accordingly, I invite and welcome the good ideas that I know are out there in the minds of bright recruiters, civilians, staff, and leaders at all levels.

The Objective Force Soldier promises untold rewards not just for the Army but also for the American people. Further, I believe the path that USAREC is on offers an exciting new future and great promise to past, current, and future members of this command. More importantly, the path we are on offers the assurance that we will continue to provide the strength America's Army requires. In the months and years ahead, we will do it even better!

*Readers may send ideas to the Army Suggestion Program at [paszek@usarec.army.mil](mailto:paszek@usarec.army.mil), telephone 1-800-223-3735, extension 6-1190, or through The Way I See It department in the Recruiter Journal at [TWISI@usarec.army.mil](mailto:TWISI@usarec.army.mil).*



# The Silent Recruiter

Anyone who has served in our Army has probably participated in at least one major training exercise. I vividly recall REFORGER in Europe. It always amazed me how NATO's military leadership successfully maneuvered their forces in this huge training area called West Germany. But, even in a mock war, we could never have achieved decisive victory without close coordination of resources, tactics, and maneuver.

Similarly, a close coordination of national television, print, online, direct mail, events, public relations, and local marketing use the Army brand to get to prospects to recruiters to close the sale. However, the prospect's expectations are diminished when the "Army of One" story or the Army brand is inconsistent with everything he or she has seen up to that point. This is happening in many of our places of business and frankly it's USAREC's fault. We will soon take corrective action by providing standards for appearance and professionalism for every recruiting station consistent with the Army brand. The end state gets your stations to work harder for you by telling the Army story – in essence a "Silent Recruiter."

Recruiting stations are an untapped resource. It's my personal observation there is a lack of consistent look and feel across the country. We want visitors to know how professional our Army is before they meet the recruiter. Many leaders miss the opportunity. Often stations are cluttered and have developed into expressions of the recruiters themselves instead of the Army. Various items and decorations are often irrelevant and inconsistent with the Army brand. The displays lack brand synergy and erode the message of our marketing campaign.

We're going to help you correct this with better guidance that standardizes the "merchandising" or messaging in your stations. It will specify what items can be displayed to include the types and locations of posters. An organized and professional looking station will help influence and affirm the applicant's decision. Improved station image can help maximize favorable exposure for the Army in the community. In buildings where services are collocated, we want to gain a competitive advantage as the most "professional" service and leverage that image to close the sale. This professional image mirrors the organization and expectations of the objective force soldier.

What can you expect from us? Very soon, we will issue clear guidelines for station commanders to implement in their place of business. Next, we will provide you the professional materials to "merchandise" the stations. Every station can expect a starter



*CSM Roger Leturno*

**The Prospect's expectations are diminished when the "Army of One" story or the Army brand is inconsistent with everything he or she has seen up to that point.**

push kit with new posters in 4th quarter of this year. In FY 04, you will get additional guidance and materials which will continue to improve the look of the recruiting station. That's my commitment to you.

What I expect from you. Embrace this initiative as your own. Showcase the Army as the premier organization it is. A soldier wears the uniform one way regardless of where he or she is assigned. So it should be with our workplace. The look and feel of the station should be as consistent in New York City as Atlanta, as Salt Lake City, as San Antonio, as San Francisco. It's about standards and what's right for the Army. It's also about compliance. I expect the chain of command to enforce USAREC guidance. Finally, I expect you to be very vocal if we fail to give you clear guidance or fall short of the expectations outlined above.

It is my conviction that the USAREC leadership shall provide the noncommissioned officer, entrusted with the recruiting mission, every useful tool that can fit in the kit bag. I believe this is a useful tool. I am confident you are up to the challenges ahead. Keep the faith. Stay focused. Good recruiting.

## Time Enough for Courtesy

For the past few months, frigid winter weather has battered much of the northern half of the world. Brutal ice storms have glazed highways and by-ways, making travel dangerous. Heavy snowstorms have forced businesses to shut down early and sometimes altogether. Cruel cold has caused pipes to freeze and the closure of schools on occasion.

Such conditions certainly complicate everyday life. Buses, commuter trains, and airplanes operate behind schedule. Hardware stores run low on essential supplies, such as salt and snow shovels. Letters arrive later than usual. Outings and activities are cancelled again and again.

In the face of such complications, people understandably feel out of sorts. They turn testy and often respond to one another out of irritation — honking the car horn a little too quickly at an intersection, speaking abruptly with store clerks, snapping at family members.

One young mother recently found herself becoming grumpier by the moment as she tried to negotiate a stroller with her infant son through a parking lot filled with ice and huge mounds of snow. When she finally reached the entrance of the store, people bumped and jostled past, letting the heavy doors slam shut before she and her baby could get through.

The mother thought she might scream in sheer frustration when suddenly a large, rather rough-looking man stepped in front of her.

"You look like you need an extra set of hands," he said, holding the door open wide as she wheeled her baby into the warmth of the store. When she thanked him, he merely shrugged and said: "We all have to help each other out."

Ralph Waldo Emerson observed that "life is not so short but that there is always time enough for courtesy." Simply put, courtesy is a basic respect and consideration for others, no matter what the situation. Indeed, the more stressful the situation, the greater the need for courtesy. Small, thoughtful

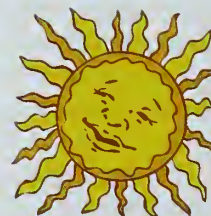


*Chaplain (LTC) Jim Stephen*

Life is not so short but that there is always time enough for courtesy.

— Ralph Waldo Emerson

deeds, such as remembering to say, "thank you," standing aside to let someone else pass, or holding a door open, can go a long way toward easing the inevitable tensions of daily life. Acts such as these are always welcome — as welcome, in fact, as sun on a winter's day.



Please let me know if this message spoke to your need today. Send your note to: [James.Stephen@usarec.army.mil](mailto:James.Stephen@usarec.army.mil).



## A Recruiter Writes:

What is the purpose of the 79Rs returning to the command for the second time? It was explained to me that each returnee will man a recruiting station. USAREC sets one standard; however, it is a totally different story at battalion level.

The returning 79Rs have no chance of manning a station, at least for this battalion. What I have noticed is that detailed recruiters are converted and then placed as station commanders. The detailed recruiters sometimes have less than five years with the Army.

They have no leadership skills, yet they are manning a station. How can someone with such little time tell anyone about the Army experience? They can talk about basic training and maybe one unit, but is that what we are looking for?

It appears that many feel 79Rs return for the rank of sergeant first class. This is the case, but also with the understanding of doing the job. The way I see it, USAREC is still a part of the Army. I don't want to be labeled as a troublemaker but as a professional noncommissioned officer.

Shouldn't there be time in service as a detailed recruiter or returning 79R? I feel that we are creating a monster that will be hard to control later on.

I have served with the U.S. Army 16 years and have enjoyed every assignment. For the most part, I would recommend the Army to every qualified young adult between the ages of 17 and 34.

As a noncommissioned officer, my goal is to keep the Creed. We have a lot of young soldiers in Recruiting Command that know nothing about and don't care to know about the Creed. They are excellent when it comes to going through the non-commissioned officer school system.

I was raised in the Army with Mission First, People Always. However, without people the mission will never happen. Returning 79Rs returned for a reason and that is to man a recruiting station as a station commander. They need to give that soldier the opportunity to succeed or fail.

## The Chief of Staff Responds:

Your letter provides an opportunity to reiterate the commanding general's philosophy that the 79R cadre forms the nucleus of key leadership for the command. USAREC needs 79Rs who are capable of leading recruiters. Those who are incapable of leading must be assisted to move on to other endeavors. Your enthusiasm about the role of station commander is on track with the commanding general's vision.

The specific time when a 79R assumes the duties of station commander is left to brigade and battalion leaders. I recommend you consult with your company and battalion leadership. They should provide a timeline for when you could expect to assume station commander duties. This discussion is perfect for your next developmental counseling session.

Thank you for your concern. For more information, contact MSG Michael Hoffman, Personnel Management Division, at 1-800-223-3735, extension 6-0214, DSN 536-0214, commercial (502) 626-0214, or e-mail at michael.hoffman@usarec.army.mil.



## A Civilian Employee Writes:

On Sept. 28, the brigade commander sent an e-mail message to everyone in the brigade, subject: Command Mission Success in FY02!

The message stated that as a result of the command's great success, the commander is authorizing an additional training holiday, and all recruiters and staff are to enjoy a "well deserved day off."

On Oct. 30, brigade's deputy commander sent a message referencing the commander's message. It states, "A liberal leave policy will be in effect for the civilian workforce on days designated as training holidays."

As a civilian staff member, I believe we also contributed to the command's success! We are reminded every day that we must support the recruiter in the field and that is exactly what we do as individuals and as a team.

I understand this is USAREC policy, not DA; however, the policy appears to be in direct contradiction. On one hand, we are told to enjoy a well deserved day off and this is given to our team members that are active duty, whereas civilians are required to use their personal leave. Shouldn't we be permitted to share in the celebration along with our team members?

## The Chief of Staff Responds:

In a memorandum dated Oct. 4, 2002, our commanding general congratulated the USAREC team on mission success. To recognize extraordinary mission performance, he directed a special "Stand Down Day" in 1st Quarter 03 which allowed a time-off opportunity for military and civilian personnel. Because our civilian workforce is an integral part of our team, commanders and directors were given the authority to provide an 8-hour time-off award to those employees who made significant contributions to FY 02 mission success. While encouraged to use the TOA in the 1st Quarter, it must be used within one year of the approval date.

The Stand Down Day is separate from training holidays that are cited in CG Policy G1, Training Holiday Guidance, dated June 4, 2002. In this policy, a liberal leave policy is in effect for the civilian workforce on days designated as training holidays.

I regret any confusion on the stand down day and TOA. For information on award or leave policies, contact Rebecca Parish, USAREC Civilian Personnel Office, at 1-800-223-3735, extension 6-0186; DSN 536-0186, or e-mail at Rebecea.Parish (@usarec.army.mil.

**TWIS letters can be sent e-mail to [TWIS@usarec.army.mil](mailto:TWIS@usarec.army.mil). Written comments may be mailed to ATTN RCCS CHIEF OF STAFF, COMMANDER, US ARMY RECRUITING COMMAND, 1307 3RD AVE, FORT KNOX KY 40121-2726**

# Former N.W. Ayer Copywriter Receives Army Medal for 'Be All You Can Be'

*By Julia Bobick, Advertising and Public Affairs*

Earl Carter, a former N.W. Ayer copywriter who created the Army's "Be All You Can Be" theme and advertising strategy, received the Outstanding Civilian Service Medal during a U.S. Army Recruiting Command annual awards banquet Jan. 23 in Nashville, Tenn.

U.S. Army Chief of Staff GEN Eric K. Shinseki, the guest speaker, said he and many of his peers "grew up with 'Be All You Can Be.'"

"It's a great slogan, and it continues to be a great slogan. Thank you for that," he said to Carter during his remarks.

Creating "Be All You Can Be" was not about creating an ad slogan for the Army, Carter said.

"It was about people."

Carter received the medal from LTG Dennis D. Cavin, commanding general of the U.S. Army Accessions Command. Cavin was an aide to the late GEN Maxwell R. Thurman, who originally approved the Army's "Be All You Can Be" campaign, which went on to become one of the most successful in advertising history.

"Mr. Carter and I were in the room together (with GEN Thurman) when the very first lines of that song were played," Cavin recalled.



Earl Carter looks on as MG Michael D. Rochelle shakes Mrs. Carter's hand after the award presentation. (Photo by Walt Kloeppel)

The award, authorized by MG Michael D. Rochelle, commanding general of the U.S. Army Recruiting Command, read in part: "Your slogan and creative advertising strategies were featured in song lyrics, television, radio, and print advertising for nearly two decades, 'Be All You Can Be' encouraged America's young men and women to serve their country. Your efforts directly contributed to the successful establishment of the All-Volunteer Army."

"As I stand before you I see a new Army, a better Army. I'm proud of what 'Be All You Can Be' accomplished. But I know today's Army doesn't need to be told those words," said Carter, a resident of New York City, who most recently worked in Singapore as a Creative Group Head for AKQA, Singapore.

Dr. Lewis Sorley, a retired Army officer and award-winning military historian, recommended Carter for the award.



LTG Dennis D. Cavin shakes Earl Carter's hand after the award presentation. (Photo by Walt Kloeppel)





Photo by Walt Kloeppel

*"The magnificence of our moments as an Army will continue to be delivered by our people. They are the engine behind our capabilities, and the soldier remains the centerpiece of our formation. We will continue to attract, train, motivate, and retain the most competent and dedicated people in the Nation to fuel our ability to be persuasive in peace and invincible in war."*

**– GEN Eric K. Shinseki**

# USAREC Annual Leaders Training Conference

*Nashville, Tenn. – Jan. 21–24, 2003*

USAREC hosted the Annual Leaders Training Conference in Nashville, Tenn., during the week of Jan. 21 – 24, 2003. Senior Army leaders focused on the transformation of the Army to the Objective Force.

Their objectives included integrating the Army's transformation fundamentals and applying them to recruiting the Objective Force Soldier. The conference also provided a forum for collaboration on innovative solutions to transform the recruiting process and to develop USAREC's mission and vision statement for the transformation process.

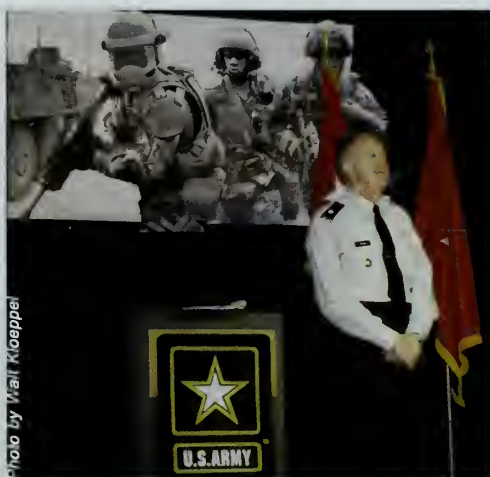
Throughout the week, work groups focused on five major topics: mission, market dynamics, recruiter selection, business efficiencies, and community outreach.

USAREC also rolled out the big guns among guest speakers to include Secretary of the Army, the Honorable Thomas E. White; Army Chief of Staff, GEN Eric K. Shinseki; and Sergeant Major of the Army Jack L. Tilley.

The week wrapped up with the Awards Banquet, honoring the top soldiers and civilians in USAREC.



SMA Jack L. Tilley



BG Harry B. Axson



(L to R) Honorable Thomas E. White, LTG Dennis D. Cavin, and MG Michael D. Rochelle

# Top Award Winners

## Unit Awards

**Most Improved AMEDD:** 1st AMEDD

**Most Improved Brigade based on Quality:** 5th Recruiting Brigade

**Most Improved Brigade based on Volume:** 1st Recruiting Brigade

**Most Improved Battalion based on Quality:** Des Moines Battalion

**Most Improved Battalion based on Volume:** Des Moines Battalion

**CG's Nurse Challenge Award:** 6th AMEDD

**Top GSCA Battalion:** Milwaukee Battalion, 3d Recruiting Brigade

**Top GSCA Brigade:** 3d Recruiting Brigade

**Top Battalion within each Brigade:**

**1<sup>st</sup> Recruiting Brigade** – Baltimore Battalion

**2d Recruiting Brigade** – Tampa Battalion

**3d Recruiting Brigade** – Milwaukee Battalion

**5<sup>th</sup> Recruiting Brigade** – Kansas City Battalion

**6<sup>th</sup> Recruiting Brigade** – Seattle Battalion

**Top Company in USAREC:** Appleton Company – Milwaukee Battalion – 3d Recruiting Brigade

**Top AMEDD Detachment:** 5th AMEDD Detachment

**Top Battalion:** Milwaukee Recruiting Battalion

**Top Brigade:** 3d Recruiting Brigade

## Civilian Awards

**Outstanding Administrative Support Employee:**

Carrie Sutton - Headquarters USAREC

**Runner-up:** Sharon Blackburn - 5th Recruiting Brigade, New Orleans Recruiting Battalion

**Outstanding Technical and Program Support Employee:** Karol Chaney - Harrisburg Recruiting Battalion.

**Runner-up:** Karen Williams - 5th Recruiting Brigade, St. Louis Recruiting Battalion

**Outstanding Program Specialist Employee:**

Martha Crisp - Headquarters USAREC

**Runner-up:** Theresa Shope – 2d Recruiting Brigade, Nashville Recruiting Battalion

**Outstanding Professional Employee:**

James Weise – Headquarters USAREC

**Runner-up:** Denny Carter – 2d Recruiting Brigade, Nashville Recruiting Battalion

## Recruiting and Retention School Awards

**Division Chief of the Year:** MSG Ivan Santana – Recruiting and Retention School, Fort Jackson

**Instructor of the Year:** SFC Christopher Brown – Recruiting and Retention School

## Retention Awards

**Top Brigade Career Counselor:** 1st Brigade

**Runner-Up Top Brigade Career Counselor:** 5th Brigade

**Top Brigade Career Counselor:** MSG Ronald Williams - 1st Brigade

**Career Counselor of the Year:** SSG John Cavaliere - 3d Recruiting Brigade

## Military Individual Awards

**Special Operations Recruiter of the Year:** SFC Aubrey Hawkins – Special Forces Recruiting Team, (Colorado)

**Health Care Recruiter of the Year:** SGT Tonya Clifford – 6<sup>th</sup> AMEDD, Southern California Health Care RS

**Runner-up:** SFC David Dormann – 1st AMEDD Detachment, New York State Health Care Recruiting Team

**NCO of the Year:** SSG Terence Hynes – 2d Recruiting Brigade, Tampa Recruiting Battalion

**Runner-up:** SSG Javier Ratliff – 5th Recruiting Brigade

**Guidance Counselor of the Year:** SFC Juan Dozier – 2d Recruiting Brigade, Columbia Recruiting Battalion

**Runner-up:** SFC Patricia Crowe – 3d Recruiting Brigade, Great Lakes Recruiting Battalion

**USAR Recruiter of the Year:** SSG Calvin Lamont – 5th Recruiting Brigade, Dallas Recruiting Battalion, Lewisville RS

**Runner-up:** SFC Fitimalo Siaosi – 2d Recruiting Brigade, Columbia Battalion, Greenville Recruiting Station

**RA Recruiter of the Year:** SFC Thomas Downs – 2d Recruiting Brigade, Jacksonville Battalion, Neptune Beach RS

**Runner-up:** SSG Kenneth Burgett, 1st Recruiting Brigade, Beckley Recruiting Battalion, Morristown Recruiting Station

**Station Commander of the Year:** SFC Marvin Grizzle – 5th Recruiting Bde., Oklahoma City Recruiting Bn., Tulsa South RS

**Runner-up:** SFC Jerry McKown – 3d Recruiting Brigade, Great Lakes Recruiting Battalion., Ann Arbor Recruiting Station

*(Following awardee portrait photos by Bob Stevenson, TSC Photo Lab, unless otherwise noted.)*



3d Recruiting Brigade were presented six awards during the evening ceremony.



# Regular Army Recruiter of the Year

## Jacksonville Battalion

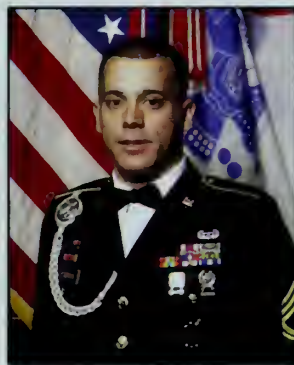
SFC Thomas Downs' outstanding accomplishments were executed in a mere 25 months of recruiting duty at the Neptune Beach Recruiting Station. He earned his gold recruiter ring after 17 months on production and personally accounted for 55 percent of his station's mission for Fiscal Year 2002. He was the top RA recruiter for FY 2002 in Jacksonville Company, netting 44 contracts for the year, 25 of which were GSA contracts.

Downs is a 62N, Construction Equipment Supervisor, and has been in the Army for 12 years, volunteering for recruiting duty in 2000. He credits his decision to his former platoon sergeant and mentor, SFC Timothy McGhee.

"I thought about doing the drill sergeant thing ... my old platoon sergeant was a recruiter, and he was talking to me about the pluses and minuses of drill sergeant versus recruiting. He told me anybody could stand up in front of a bunch of 17-year-old kids and scream and yell and get them to do what you want them to do, per se. But when you actually sit down at the dinner table with a mother and father and ask for their most precious asset for a couple of years, that's a skill," said Downs.

Downs joined the Army in 1990 and his tours include Germany, Hawaii, Washington, Kosovo, and Macedonia.

His dedication to his community shows with his volunteerism to the Jacksonville Beach Citizen Police Academy where he



SFC Thomas M. Downs

averages 15 hours per week, assisting with community patrols, ride alongs, and lectures. His concern for today's youth earned him acceptance as a staff member at Sandalwood High School in Jacksonville as well.

According to Downs, one of the most rewarding aspects of recruiting comes from the changes he instills in the lives of young people by inducting them into the Army.

"The rewarding part for me is when they come back home and they're all strac. Then their parents call after they see the kids' graduation and thank you for changing their child's lives and pushing them into the right direction."

Upon receiving the Recruiter of the Year award, Downs stated that with the recognition came some big responsibilities.

"Now you become the mouth of the command, so to speak, of the issues and things like that. It's a big set of shoes to fill, because everyone's going to ask how we can do this better, what can we do to improve recruiting.

"I'm proud and happy of my accomplishments but I couldn't have done it without my wife, my station commanders; it takes a lot to make it all happen, it wasn't just me. It took a lot of good people to get where I'm at today."

Downs and his wife, Allissa, are from Fort Wayne, Ind., and have been married for seven years.

# Station Commander of the Year

## Oklahoma City Battalion

SFC Marvin H. Grizzle has been in the Army for 18 years and in USAREC for the past eight years. Grizzle was "drafted" as a recruiter from his military police duties, and after serving with USAREC for some time, decided to convert to 79R.

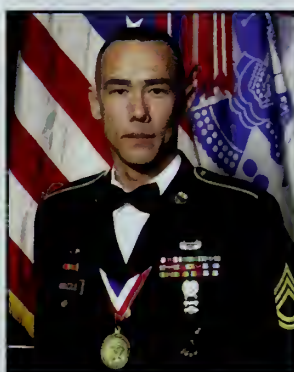
"I guess I matured a little bit and I realize that it doesn't really matter what you do in the Army, the paycheck doesn't say recruiter, it doesn't say MP, it says soldier. The only thing I ever wanted was to be in a leadership position," said Grizzle.

As a station commander, Grizzle enjoys watching his recruiters becoming successful. He knows that successful recruiters are happy recruiters.

"When I see them jump on top of a desk at a recruiting station and dance because they just signed up their fifth contract for the month, you know that's when they're happy."

Grizzle says one of his mentors is ISG Charles Jones, "The Rock," who was a former station commander of Grizzle and later returned to Tulsa to become his first sergeant.

"He's always been my mentor, he's probably the best salesman in the Army."



SFC Marvin H. Grizzle

Grizzle said that while winning the award was great, it wasn't part of the plan.

"It's definitely the highlight of my career thus far, but the plan was to be the top recruiting station for FY 02. My recruiters and I got together in August and we laid out a written plan. We said we were going to be the top recruiting station in the battalion that year. That was the plan, now all of this just kind of snowballed along. As we we're going along in the last month, we asked someone to check the numbers. We weren't just number one in the battalion, we were number one in the brigade, and we were number two in all of USAREC," said Grizzle.

Grizzle says the thanks goes out to his recruiters. The station Grizzle took over only averaged about 120 combined contracts per year during a five year span. In FY 02, the station wrote 232 combined contracts and had a 95 percent DEP retention rate.

"This award that I received is definitely dedicated to the recruiters of Tulsa South recruiting station. They're the ones that did it."

Grizzle also said much credit goes to the support he receives from his wife, Heike, and his daughter, Jennifer.

# Army Reserve Recruiter of the Year

## Dallas Battalion

SSG Calvin Lamont is not just a winner for the year 2002, he's a winner times two.

"This year has been a good year for me," said Lamont. "I made the Audie Murphy Club and Recruiter of the Year. It has been a phenomenal year for me."

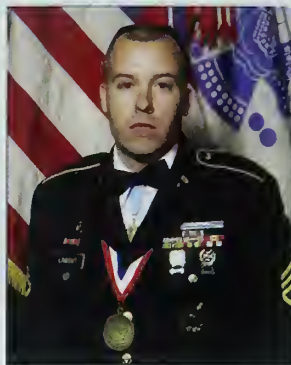
What brought him so much success in one year? Attitude, according to Lamont. He wanted to be successful and wanted his team to be successful. Good leadership, he says, also contributed to his being a two-time winner.

"This command has the best leadership of any I've been in – the best in the Army."

He also credits his mentor, 1SG Sergio Rivera, Lewisville Company, Dallas Battalion, for his success.

Lamont has been a Reserve recruiter and assistant station commander for three years in the Denton station.

He departed the Dallas Battalion because he wanted to do something different. He began the medical recruiting course at the Recruiting and Retention School, Fort Jackson, S.C., on January 27 and upon completion will be stationed at Dell City, Okla., with 5<sup>th</sup> Brigade Army Medical Detachment.



SSG Calvin N. Lamont

Recruiting nurses will be a new challenge, he admits.

"I don't know anything about the medical field," said Lamont. "I'm going to have a lot of learning to do, but there's no doubt that I will learn." He expects to work as an AMEDD recruiter for the next three years.

Lamont says he enjoys the challenge of making mission. He sees plenty of adversity in recruiting and hears the word 'no' a lot.

"You have to focus on the mission and tell yourself, 'I want to be successful and I want to do my best. I owe it to the Army to accomplish

this mission.'"

He also says recruiters need a good support system at home in order to be successful at work. According to Lamont, family life can make a world of difference.

"I have the best wife in the Army," said Lamont about his wife, Susan. "She's works with me 100 percent."

Lamont earned the Gold Badge within nine months, the recruiter ring within 24 months, and earned the Morrell Medal within 32 months. He enlisted in the Army 10 years ago as an infantryman.

# NCO of the Year

## Tampa Battalion

"It's an honor because I know I competed against some extremely, extremely, good NCOs who were good recruiters, good in their old jobs, and good in everything they do," said SSG Terrence C. Hynes, station commander of the Citrus Park Recruiting Station and USAREC's NCO of the Year recipient.

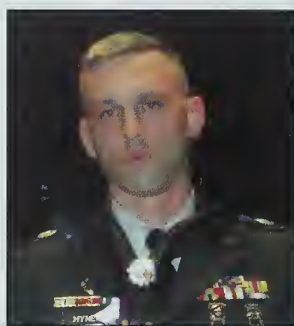
Hynes, also a recent inductee of the Audie Murphy Club, has been recruiting for the past 25 months and had been regular Army for more than eight years.

"The one thing I like about recruiting is seeing the transformation from regular young men and women to soldiers when they come home after training. There is an incredible difference, that's the one thing that made me want to stay in recruiting once I got here," said Hynes.

Hynes said he had several mentors in his career including a former station commander, SFC Erick Bertram.

"As I reflect back throughout my career, SFC Bertram has given me an example to follow. For me, it's knowing I had good enough leadership throughout my career in the Army to reflect some of that back out to people I influence now."

Hynes credits much of his success to his team at Citrus Park Recruiting Station.



SSG Terrence Hynes

"I work with a crew that has molded together well enough that I haven't had to worry about what's going on at work. I've been able to leave work peacefully enough to go home and study and spend time with my family. The team that we have in my current station is one that gets the job done."

Hynes's wife, Jennifer, is also extremely involved in the Army. She is the 2d Recruiting Brigade's delegate to the Army Family Action Plan, attending conferences to push legislation that benefits the total Army family. Many times

she assists her husband in the community by handing out his business cards and telling the Army story.

"She's dedicated to that and it helps me out a great deal obviously," said Hynes.

The couple enjoys walking their three dogs on the beach when they have spare time.

What does Hynes see in recruiting's future?

"As we move into this century and we start to recruit the objective force of the future, we're looking for smarter and more intelligent people, and fortunately with all the patriotism that seems to be spreading, it's a little easier to communicate with that crowd."



# Health Care Recruiter of the Year

## 6th AMEDD Detachment

It was an invitation in the mail that brought SGT Tonya Clifford into health care recruiting. It was just after 9/11, and she felt the highest caliber nurses and doctors should be recruited.

"They sent me something out of the blue, and I was like 'you know, this is something I want to do,'" she said about the letter announcing an AGR recruiting fair.

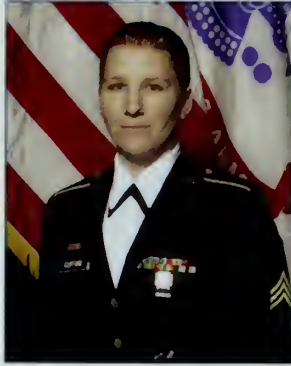
It was the perfect job for Clifford, who commissioned 14 officers in a five-month period, and after she had been in the field for only one year.

"I spent a lot of hours on the road and I worked a lot of weekends and holidays," said Clifford. "When it was a four-day weekend, I was still working."

She and her mentor, SFC Larry Markham, made up a team that visited hospitals, conducted TAIR events, attended conventions, and made presentations.

"We helped each other," said Clifford.

He taught her how to get appointments with doctors, get



SGT Tonya A. Clifford

into the hospitals, and use IRR personnel to get contracts.

"A lot of them didn't know about the programs the Reserve has to offer," she said about the prospects she met. "It's not been well publicized as far as the Army Reserve Medical Department."

She quickly learned that nurses and doctors were very receptive to the information she had offer, although she admits it takes teamwork to be as successful as she has been.

"We are planning to continue the teamwork," she said.

Markham has moved to another station; however, four new Reserve recruiters are scheduled to arrive at the Culver City Station to make up a fresh team of eight active and Reserve recruiters.

Clifford's husband, Timothy, is also an Army Reserve soldier, has been activated, and is stationed at Fort Campbell, Ky. She has a stepson, Cullen; a stepdaughter, Celin; and a daughter, Brittany.

# Guidance Counselor of the Year

## Columbia Battalion

According to SFC Juan Dozier, 74B, information system operator, is the most popular MOS the Army has to offer.

"Give me something on computers and a big bonus," is what he hears from a large number of the people he processes through the Fort Jackson, S.C., MEPS.

However, his duty is to find applicants an MOS based on a combination of their qualifications and the needs of the Army. He takes time to talk to each applicant and finds out exactly what it is they want to accomplish in life. He feels most people don't come to the Army for a job. They come to the Army for money for college, to serve their country, or for a cash bonus.

Dozier sees himself — 13 years ago — in each individual he talks with at the MEPS. When he sees an applicant who really wants to be a soldier but for some reason is disqualified, he bends over backward to help, although he admits there's not much he can do.

"I know it shouldn't affect me so much but it's like their



SFC Juan H. Dozier

dreams are shattered," he said about those who are disqualified for medical or moral reasons.

Dozier remembers when Army recruiters came to his high school, Lindblom Technical, in Chicago, Ill. He says now he wants to give back to the Army what the Army has given to him over the past 13 years.

Dozier was a recruiter for two years in Southern California battalion, enjoyed it, and converted to become a station commander at the Pontiac Station.

"I had a chance to lead soldiers. Training new recruiters was fun. You can mold them," he said.

He says he's had some great mentors and leaders in recruiting, one of whom is ISG Anthony Minnigan.

Dozier leaves the Fort Jackson MEPS and joins his wife, Renee, in St. Louis battalion. She is first sergeant at Mid-Missouri Company. They have three children, Ronnie, Kim, and 4-year-old Juan, who after helping his Dad study for the awards board can sing the Army Song and say the NCO Creed.

# Instructor of the Year

## Recruiting and Retention School

Brown believes his own opportunities in life came from entering the Army, making it easy to share the Army's values with today's youth.

"I like to see young people get a good start-off, because I think I did. I joined when I was 17."

Originally from Brooklyn, N.Y., Brown has been in the Army for 15 years. He started out in signal operations before becoming a recruiter. He has been a recruiter for the past eight years.

As an instructor, Brown likes to motivate the new soldiers in USAREC.

"I like to put a little fire into their belly to get out there and recruit," says Brown.

I steer them in the right direction, get them positive, get them motivated, give them the knowledge that they need to be successful."

Though winning the award was gratifying, Brown says that



SFC Christopher E. Brown

his job is equally gratifying as well.

"I get motivated by instructing my students to be good recruiters. When I get e-mails and questions, or they call me for advice, that's what matters to me."

Brown also credits some of his success to people in the Army who have motivated him, such as MSG Ivan Santana, 1SG Osbourne, and 1SG Barnes.

"I've had some good leadership," said Brown.

Brown sees high tech recruiting tools on the horizon to become the mainstay of recruiters.

"We can identify with the new generation because there are kids in elementary school and junior high school who can operate a computer better than me. We're recruiting for them in the future. We have to get with the times, it's necessary."

# Division Chief of the Year

## Recruiting and Retention School

According to MSG Ivan Santana, there's no better job in recruiting than assignment as instructor at the Recruiting and Retention School.

"As an instructor, you have set hours," he said. He says there's time for family, time to catch up on hobbies, and even time to make some extra money.

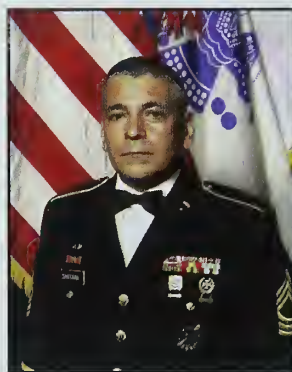
"I tell my soldiers to enjoy the time you have as an instructor," he said.

But that's only part of the reason being an instructor is the greatest job in recruiting, according to Santana. He enjoys being able to watch others grow from the knowledge he has provided.

He's been in recruiting since 1987, first as a station recruiter, then station commander, recruiter trainer, instructor, and now he is the Division Chief for the Army Recruiting Course.

While attending this year's award ceremony events, he talked with two former students who remembered him as their instructor. Furthermore, he says, he hopes every person he has had dealings with concerning the Army remembers him. He goes out of his way to make sure they do by taking care of them.

"If an applicant cannot remember you as a recruiter, then that says something about how much you gave to that



MSG Ivan Santana

applicant," said Santana. He gives this same advice to the instructors at the school.

"They remember that someone taught them something. They remember that a recruiter put them in the Army, and it would be fabulous for them to remember you by name."

But there is a down side to an assignment as an instructor according to Santana. That down side is that not everyone who comes to the school will graduate. That's the part Santana says is hardest.

"It's very hard," he said. "Some put up a fight. They are disappointed that they failed a course in their career. You have to understand, soldiers are not accustomed to failing," he said.

Instructors must evaluate students' interpersonal skills and determine if they will be able to enjoy success as a recruiter.

"They'll make a determination that this individual just doesn't have the ability to go out there and crack a smile, be enthusiastic, and sell the United States Army, because part of selling is selling with pride, selling with joy, and selling satisfaction."

Santana has three children and his advice to them – get an education or join the military. He says that's worked for his family. The two oldest are now in college and the youngest is in fourth grade.



# Career Counselor of the Year

## 3d Brigade

"I keep soldiers in the Army," says SSG Cavaliere of his duties as a career counselor.

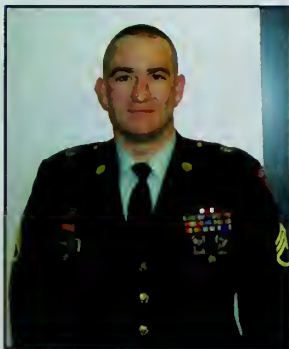
Originally a 31F, network switching systems operator, Cavaliere has been a career counselor for the past two years, working out of 3d Recruiting Brigade, Fort Knox, Ky.

"Taking care of soldiers," is what Cavaliere says he likes best about his job.

Cavaliere also knows that many times he may also be the bearer of bad news to soldiers willing to re-up.

"Some of the hardships are sometimes telling that soldier he just can't get that to re-enlist, he has to choose something else. There may be something he may be bent on, that he really wants, and we just have to tell him no."

Cavaliere says he has a definite mentor, SGM Rick Martin of



SSG John N. Cavaliere

the 10<sup>th</sup> Mountain Division, Fort Drum, N.Y.

"He is a command career counselor there and has pretty much molded and shaped me," said Cavaliere.

Cavaliere reflected on his award, "It means a lot to me. In USAREC we have a great team of career counselors, each brigade has a senior career counselor. Every one of them deserves to be career counselor of the year. A great team, we work well together."

Originally from upstate New York, Cavaliere has spent the last 10 years in the Army. His tour of duties has taken him to Germany, Bosnia, and Fort Drum, N.Y.

He and his wife, Katherine, have two children, Alexis and Nickolas. Cavaliere enjoys weight lifting in his spare time.

# Special Operations Recruiter of the Year

## Special Forces Recruiting Team (Colo.)

After serving at Fort Bragg, N.C., for more than 10 years, SFC Aubrey Hawkins wanted to do something different. He could have gone to the Special Warfare Center as an instructor, but then he heard he could volunteer for recruiting duty and jumped at the chance.

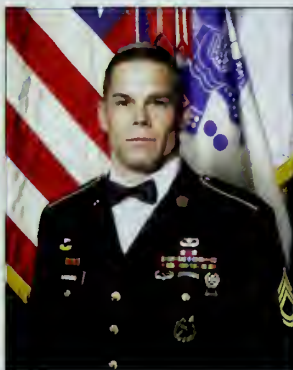
"I thought there was no better place for me to be because I can talk about Special Forces all day long," said Hawkins. "It's one of my passions."

He went from serving as an 18B, Special Operations Weapons Sergeant, to the Recruiting and Retention School. He now serves as a Special Forces recruiter stationed at Fort Carson, Colo., home of the 10<sup>th</sup> Special Forces Group. He has worked at the three-man station for two years and recruits soldiers who are already in the Army to serve in Special Forces units.

"It's not that hard," said Hawkins, "because you've got a lot of young troops that really want to advance their career."

In addition to career advancement, Hawkins says Special Forces is an elite unit. The people are there because they want to be there. Special Forces also is one of the most active units in the Army today and gets the Army's most important mission assignments.

Although assigned to Fort Bragg for most of his career,



SFC Aubrey R. Hawkins

Hawkins has traveled to many other countries. He served two years in Africa and was there when the bombings at the embassy occurred.

"Adjusting to different cultures is what we're trained to do in Special Forces," said Hawkins. "It's not as hard as you might think."

He says units do area studies before traveling to a country, and once there, they know exactly what the traditions, customs, and culture of the people are like.

The hardest part of recruiting says Hawkins is convincing people they can do the job of a Special Forces soldier.

"You have to let them know that they can do it and tell them about the benefits of being in Special Forces."

Hawkins says his quota goes up every year, but usually he must submit six packets for each class – eight classes per year. His recruiting area includes Fort Riley and Fort Leavenworth, where he does briefings, spending a week at each installation talking with soldiers.

What will he do when his recruiting assignment ends in another year?

"I want to go back and be on a team. But I always leave my options open," he adds.

# Outstanding Administrative Support Employee of the Year

Carrie Sutton, an office automation assistant for U.S. Army Accession Command, Fort Knox, Ky., has been a civil service employee for 17 years and with USAREC/USAAC for the past two years.

Her many duties include personnel actions, time sheets, training coordination, TDY, and in the past, some Website duties as well. Sutton says her job satisfaction is high.

"I like being able to help people take care of their administrative needs," said Sutton.

Sutton also credits her attitude towards her job to the understanding she receives from her supervisor.

"Charlie Wilson is a very flexible supervisor. When schools are out with snow days or I need to attend a school event, he's very flexible. I can be an employee and a mom too."



Carrie S. Sutton

Sutton was thrilled to be selected as the Administrative Support Employee of the Year.

"It's a great honor, but it's also humbling because I also know that there are a lot of other people that work just as hard. I feel very fortunate that the people around me took the time to write the award. I feel they have confidence in my abilities and that means a lot to me"

Sutton has been married to her husband, Don, for 20 years. They have a daughter, Amanda, who is an honor student at East

Hardin Middle School.

Sutton says her real passion is girl's soccer and she has coached her daughter's team for the past five years. They make their home in Elizabethtown, Ky.

# Outstanding Program Specialist Employee of the Year

Martha Crisp was named the Outstanding Program Specialist Employee of the Year.

Crisp started her civil service career in 1977 and went to work for the Radcliff Recruiting Company in 1991. Crisp applied and got a job at Enlistment Standards Division, USAREC, in 1994 and moved to the IG office in 1995. Crisp moved up the ladder in 1998 as the administrative officer of the Inspector General Office.

Crisp works with the chief of staff of all the brigades, battalion commanders, and executive officers on their IG inspections. She also handles all TDY and budget for the IG office and proof reads all the inspection reports.

Helping people is what Crisp likes best about her job.

"From what I learned in the recruiting company, putting people in the Army and helping them [is most important].



Martha J. Crisp

Working with the commanders and recruiters and letting them know we're here to help them on the inspection team, to take that worry away from them. The IG office does as much teaching and training as we do inspecting."

Crisp stated that winning the Outstanding Program Specialist award was special to her.

"It was a great honor. I do what I do because I love it. I'm amazed, I never dreamed that I would be selected."

Crisp lives with her husband, Larry, in Bewleyville, Ky., where they own a 40-acre farm. They have two daughters, Sara and Bridget.

Crisp is active in the church as a Sunday school teacher/leader for Children's Church and enjoys craft working such as quilling, crochet, and knitting.



# Outstanding Professional Employee of the Year

James Weise was named USAREC Outstanding Professional of the Year.

Weise is an attorney-advisor for the USAREC Staff Judge Advocate. Weise started in USAREC in 1988 when he was still on active duty as the Deputy Staff Judge Advocate. He became the civilian attorney-advisor in 1997.

"What we do here in the command, not only in the law office but throughout the entire command, is vital to not only our country but the security of the free world. We do provide the strength. We all contribute significantly I feel to the country for what we do.

"It really is an honor. It's nice to be recognized and for people to realize how much effort people do put into serving their government. So many wonderful people over the years have served that have been recognized, this whole program is an excellent one. The ones who really deserve the credit are the people who receive the recruiter of the year award, they're the



James H. Weise

people who have really worked hard. My job here at headquarters is relatively easy compared to the people that are out there on the ground putting the youth of America into boots. Those are the ones I really take my hat off to," said Weise.

Weise feels the future of recruiting is exceptionally good.

"There is no branch of government that's anymore highly regarded by the public than the armed forces. Look at the quality we have in terms of education, people who come into the Army can get their education. They can finish college, they

can do master's degrees, the military finances all sorts of advanced education. The opportunities in the Army are so phenomenal for the average person ... we have to get the message out, a lot of times they don't realize what we have."

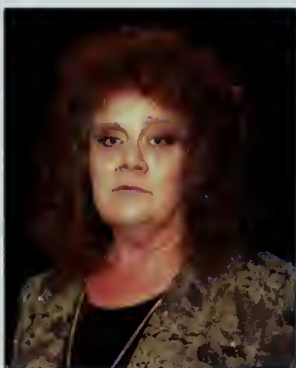
Weise and his wife, Deborah, live in Elizabethtown, Ky., and have two children, Alison Courtney and Craig. Weise's off duty activities include volunteer work and politics.

# Outstanding Technical and Program Support Employee of the Year

Karol Chaney was USAREC's Outstanding Technical Support Civilian of the Year.

Chaney is from Harrisburg Battalion where she works as an Administrative Support Assistant in S1. Her many duties include NCOERs, DA awards, and TDYs.

Chaney has been a civil service worker for 19 years and with the battalion since 1996. She has lived in Carlisle, Pa., since 1983 with her husband, James. She has two daughters, Amanda and Amber. Amanda is a senior at Bucknell University and has recently enlisted in the Army.



Karol Chaney

"I like working with the recruiters because they're always appreciative for whatever you do. It's never a boring day, it's always busy," said Chaney.

Upon receiving her award, Chaney expressed her feelings towards the recognition she received.

"I've been the employee of the year three times in my battalion but it's really an honor that it came from further up. It's nice to be recognized from above your command."

Chaney's hobbies are reading, crosswords, and logic problems. She also loves cats.

# Recruiters Help Army Top Authorized Strength

By SSG Guadalupe Stratman, Army News Service

**T**he Army is now 8,000 soldiers over its authorized strength due to the hard work of recruiters and two new programs, said Secretary of the Army Thomas White.

The Army is authorized 480,000 troops under the 2003 Defense Authorization Act, but the bill also states the service can fluctuate up to 2 percent above the ceiling, with the approval of the secretary of the Army.

"As we stand here today the Army, the active side, is 488,000 strong," White said Jan. 22 at the U.S. Army Recruiting Command Annual Leaders Training Conference in Nashville, Tenn.

Army recruiters exceeded their recruiting goals for the past three years and are doing well in 2003, White said.

The Army's recruiting goal for the past fiscal year was 79,500 and recruiters actually brought 79,604 soldiers onto



Secretary of the Army Thomas White speaks at the U.S. Army Recruiting Command Annual Leaders Training Conference in Nashville, Tenn., Jan. 22, 2003. (Photo by Bob Stevenson, TSC)

active duty. The Army Reserve recruiting goal was 28,825 and a total of 31,319 reservists were recruited.

"Our recruiting numbers are terrific, because of your hard work," White told USAREC soldiers. "We are a volunteer force with the finest Army in the world.

"We are the finest Army in the world for one reason: we have the best of people," he added.

The way the Army gets the best of people is by going out and competing in the job market, White said.

"And once we get them in, we make the Army an exciting and challenging place for them. That is why we are getting our numbers," White said.

Two programs helping the recruiting efforts are the Partnership for Youth Success and 'off the street' Special Forces recruiting, White said.

PaYS is a partnership between the Army and selected corporations, designed to boost recruiting and reconnect America with its Army. A partner company or government agency agrees to give priority consideration on hiring participating soldiers once they finish their term of enlistment. Applicants agree to join the Army knowing that they will receive future priority consideration with the partnership company.

More and more people are signing up for PaYS, said White.

"People who wait for a job opportunity after they served their country know what that job opportunity is going to be. Civilian corporations like it because we have high quality, superb people," he added. "It is a win/win all the way around."

More than 30 companies are now participating in the PaYS program.

Recruiting Command also exceeded the 'off the street' Special Forces recruiting mission last year. The goal was 400 and a total of 446 recruits were actually brought into the Special Forces.

The Army used this program before from 1952 to 1988.

"The program that you brought back is recruiting people directly into Special Forces from off the streets and it has been enormously successful," said White. "As you look at our commitment of our special warriors around the world and the importance of their function in the Army combined with your ability to find the right people, the program works."

Recruiting based on the Internet is also increasing, White said.

"The cyber recruiter is getting more attention," White said. "Within 10 years, the number of people that come in based totally on Internet contact until they show up at the recruiting station will go up every year.

"We will become more and more cyber-based, like the rest of American society. You have to be on the cutting edge," he added. "This will become more prevalent as we go forward."



# RJ Editor Talks With the SMA



Photo by Walt Kieppel

*Recruiter Journal editor, Pearl Ingram, posed the following questions to Sergeant Major of the Army Jack L. Tilley. The interview was conducted during the USAREC Annual Leaders Conference in January in Nashville, Tenn.*

**Recruiter Journal Editor:**

**We're hearing a great deal about transformation at this year's Annual Leaders Conference. What do you think recruiters, as NCOs, should know about Army transformation?**

**Sergeant Major of the Army Tilley:**

There are a lot of things in transformation that are occurring. We're not only transforming the Army — it's not just two Stryker brigades at Fort Lewis — we're changing our education system, NCOES. We're putting financial planning in PLDC. We have a new POI in PLDC. In BNCOC and ANCOC, we're putting in retirement benefits so soldiers can understand more about their benefits. And in the Sergeants Major Academy, NCOs can go earlier in their career. We're tying all of that to college education. We're trying to get more college credit hours for completing these schools.

We're working very hard on housing. We're working to make it better for our family members and their quality of life. We're also working very hard on our medical care, which costs quite a bit of money. Along with that, every MOS in the Army is trying to get better equipment and better technology, the kinds of things that we need. As we transform the Army, we're transforming just a slew of stuff to make it better for soldiers and family members.

**Recruiter Journal Editor:**

**We're also hearing a lot about the Objective Force soldier here at the conference. They are the soldiers our recruiters are bringing into the Army today. What do you think the Objective Force soldier will look like in 2008?**

**Sergeant Major of the Army Tilley:**

We've all seen the photo of the Objective Force soldier with a helmet and a computer screen right in front of him. He'll have more information and more things that will assist him in his job. That's just changes in technology, but if you really look at it,

the responsibilities that a noncommissioned officer has right now won't change at all — the counseling, the mentorship, and the development of young soldiers. Equipment is always going to change. I've been on six different kinds of tanks since I've been in the Army. The technology has changed, but the style of leadership and the way I deal and treat people hasn't changed a bit.

**Recruiter Journal Editor:**

**I've heard that plans are being made for the first ever NCO conference. Are you involved in that?**

**Sergeant Major of the Army Tilley:**

We have what is called the Sergeant Major of the Army conference, and we do that every year. But what we're doing now is putting together the first ever junior soldier conference. It's going to be in April. We'll bring in young soldiers with their family members and talk about what issues and concerns they have in the Army. I've been to several family conferences, and I've talked with Mrs. Shinseki. In some cases, we feel like we're not communicating with junior leaders.

**Recruiter Journal Editor:**

**Are there any pay changes on the horizon?**

**Sergeant Major of the Army Tilley:**

Soldiers got targeted pay this year, and it looks like they are working again on targeted pay for FY 04. It'll be the same kind of targeted pay, but it still has to go through the Secretary of Defense.

**Recruiter Journal Editor:**

**Are there scheduled changes in promotions?**

**Sergeant Major of the Army Tilley:**

Not really. The promotion system is about the same. We're making sure the best quality soldiers are getting promoted. Now, we are sending master sergeants — who are not yet promoted — to the Sergeants Major Academy. That's a big deal. We used to send just sergeants major who were selected for promotion. That's a big change as far as selection rate for school. Master sergeants with one-year time in grade, and they're eligible to go to the Sergeants Major Academy.

**Recruiter Journal Editor:**

**Do you have any information for families?**

**Sergeant Major of the Army Tilley:**

You know, my wife is absolutely my best friend. I just can't say enough about the loyalties, dedication, and enthusiasm our family members have in support of their spouses.

I would also like to say something about safety. Last year, we had 206 people die in accidents. So I ask people to be safety conscious. Just don't talk about safety — put on your seat belt. Stop people when they're not doing the right kinds of things.

Another thing is standards — every soldier should enforce standards in the Army. Standards encompass weight control, PT, standards on counseling, and enforcing the basic rules of being a soldier.

The last thing is the war on terrorism. Don't allow yourself to become complacent. We all think that it's past us. It may not be past us but it may be in front of us, so we need to stay focused on what's going on around us.

**Recruiter Journal Editor:**

Thank you very much for your time.



# The AMEDD Task Force:

## *Transforming the Way We Bring Health Care Professionals into the Army*

By MAJ Justin A. Woodhouse II, Deputy Director, Health Services Directorate

Recruiting health care professionals for the Army is a demanding and difficult job. The Army is transforming into a lighter, faster, and more deployable force. The Army Medical Department must keep pace with this change by finding, and bringing into the Army, the right mix of quality health care professionals to take care of our soldiers, retirees, and family members.

To support this initiative, an AMEDD Task Force was convened Oct. 22-25, 2002, at Fort Knox, Ky. LTG Dennis D. Cavin, Commander, U.S. Army Accessions Command, directed the task force to conduct a bottom-up review of all functions related to putting AMEDD applicants in boots to meet the needs of the transforming Army. COL Debra Berthold, USAREC Director Health Services, was selected to chair the task force.

U.S. Army Cadet Command and USAREC access more than 90 percent of the health care professionals for the Army and Army Reserve.

The focus of the task force was to make the process of putting quality health care professionals into the Army easier and more time efficient for both the recruiter and the applicant. Members of the task force included key personnel from all three Army components and all agencies involved in the process of bringing AMEDD applicants into the Army.

With the large number of attendees, the question became, how do you organize the process to yield recommendations that meet the intent set forth by LTG Cavin? To narrow the focus, the task force centered its attention on a strategic and holistic review of issues and processes that the Army controls or influences related to how AMEDD applicants are brought into the Army. Areas of focus included: the size and composition of the AMEDD recruiting force; use of incentive dollars; use of advertising dollars; marketing and missioning practices; and organizational roles and relationships. Use the above areas of focus as a template the task force brainstormed, developed potential recommendations, and formalized final recommendations for each of the areas of focus.

**Task Force recommendations that are currently working include:**

- Staff concept plan for a three AMEDD battalion structure to replace the current five AMEDD detachment structure
- Revise application process to make it easier for AMEDD applicants to complete the required paperwork, PE, selection process, and report to their first unit of assignment
- Review options to maximize the resources of USAREC and Cadet Command to achieve the critical nurse mission in the midst of a nationwide nursing shortage
- Improve flexibility of the AMEDD incentive programs to be more proactive to the ever changing market
- Outsource specific "hard to find" physician missions to physician placement firms
- Update obsolete regulations and policies to reflect the current recruiting environment.

As we begin the difficult work of improving the way health care professionals are brought into the Army, it is important that we keep in mind the questions: How will this impact the recruiting force? Are we improving the individual recruiter's ability to do his/her job? Are we increasing the recruiting force competitiveness in today's health care recruiting environment? The answer to all these questions may not be evident today, but we are on the right path. It is clear that the work initiated by the AMEDD task force has potential for improving our recruiters ability to seek out and put in boots, first-class health care professionals to do the demanding job of caring for the Army of One.



# USAREC Opens New Cyber Recruiting Station

By Julia Bobick, Advertising and Public Affairs

**T**he Army's cyber recruiters have a new recruiting station — in the real world. Recruiters who chat with thousands of people each month on [www.goarmy.com](http://www.goarmy.com) opened the new Cyber Recruiting Station — not in cyberspace, but on Fort Knox, Ky.

The \$487,000 addition to the first floor of the U.S. Army Recruiting Command headquarters building features 52 computer stations, four wide-screen monitors, and a giant projection screen to display the chat sessions, several television screens for recruiters to track world news and enough space for future expansion.

The new facility is "another phase of the revolution," according to MG Michael D. Rochelle, USAREC commanding general.

"The revolution is using the Internet, which the Army has pioneered, to reach out and tell the Army story to young people all across America in every time zone, on their time and in the way in which they are willing to receive the information."

The new facility gives just a glimpse of the future of recruiting — an online process from first contact to contract.

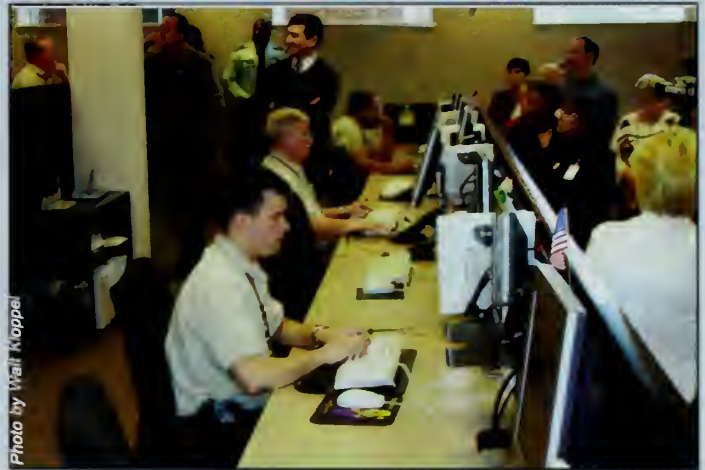
Cyber recruiting began in November 1999 with three recruiters in a small cubicle operating online chat sessions for about 10 hours per week. Since then, the cyber recruiting effort has grown in both the number of recruiters, as well as the number of hours per week. The station has 39 cyber recruiters — two military and 37 civilian employees of MPRI — conducting online chat sessions six days a week for a total of 61 hours in English and 44 hours in Spanish.

Visitors ask every question imaginable about the Army and Army Reserve.

They want to know what the Army has to offer, if they qualify, and what life in the Army and Army Reserve is *really* like.

The more routine questions deal with topics like enlistment age, citizenship status, and disqualifying problems, such as legal and medical issues, said SFC Mark Edwards.

With the growing popularity of the Internet, potential applicants are more informed than ever before, and many use USAREC's cyber recruiting station to validate information that recruiters give them. Internet recruiters answer every question with strict adherence to regulation and policy, with a focus on



Recruiters work online as visitors take a look at their new cyber station.

generating enough interest and excitement to motivate the applicant to visit a recruiting station.

Cyber recruiters tell prospects where to find the local recruiter and, if enough information is provided, they forward the lead to a local recruiter. The prospect still must see a recruiter to enlist. An important point to remember is that all enlistment credit and points are awarded to the local recruiter — cyber recruiters do not get any enlistment credit or recruiter points when the prospect enlists.

The Cyber Recruiting Station sent more than 13,000 leads to recruiters, resulting in 1,408 enlistments in FY 02. The lead to enlistment conversion is the best in USAREC — currently 10.23 percent — because cyber recruiters pre-qualify each prospect before sending the information to the station recruiter. Cyber recruiters are constantly asked to provide information to DEP members, parents, COIs, and VIPs. They have forwarded 4,162 qualified prospects to local recruiters, resulting in 427 enlistments already this fiscal year (as of Jan. 30).

"We e-mail the recruiting station as soon as we have a lead," said Edwards. He determines the recruiting station by the ZIP code provided by the prospective applicant.

An advantage cyber recruiters have over recruiters in the field is that prospects announce their interest in Army opportunities by coming to the Web site — the cyber recruiters do not have to find interested prospects. Visitors to the Web site are "logging on" from home, high schools, colleges, Internet cafes, and places of employment. They contact cyber recruiters by visiting the live Recruiter Chat, or by sending an e-mail to [goarmy@usarec.army.mil](mailto:goarmy@usarec.army.mil).

Prospects enjoy the comfort of anonymously asking questions and they feel no pressure to enlist.

"We're not intruding on their lives. They're coming to us voluntarily to find out more about the Army," Edwards said.

"Some visitors ask just one question and leave," said Edwards. "Others may visit again the next day."

The cyber recruiters bring a wealth of Army experience with them to share with the public. No matter what questions people have, they have someone "who's lived, walked, touched, or tasted that, and they can talk about what it's like to work as a pilot or work as a police officer," he said.

# POV Accident Prevention: Changing Attitudes and Behavior



By BG James E. Simmons, Director of Army Safety

The majority of Army fatalities still result from POV accidents. Of the 206 total Army fatalities in FY02, 113 were the result of POV accidents. This figure represents an unacceptable 14-percent increase above the 99 POV fatalities recorded in FY 01. Causal factors continue to include aggressive driving, speed, fatigue, and failure to wear seatbelts.

The biggest increase in fatalities is attributed to motorcycle accidents — a 54-percent increase over last year. Motorcycle-specific accident causes include aggressive driving, speed, alcohol, and failure to wear a helmet. A major contributing factor is that many of these soldiers did not attend the Motorcycle Safety Course. As leaders, it is incumbent upon us to mandate that any soldier riding a motorcycle complete this course *before* they operate a motorcycle.

Although the Army's traffic fatality rate is about 20 percent less than the nation's, past POV accident analysis shows that the Army's accident experience closely mirrors the nation's when it comes to age, gender, and types of accidents. For example, Army male drivers under the age of 25 are the most likely age group to become involved in fatal accidents because they often tend to underestimate the hazards and overestimate their personal abilities. It's that "I'm young, I'm invincible, I'll live forever" mentality. Sadly, young soldiers often are not as invincible as they think they are.

The big difference between the Army and the general public, of course, is that we, as leaders, can exert more control over soldier behavior. We owe it to our soldiers to work diligently to change their attitudes and behavior regarding POV safety, and the individual in the best position to effect that change is the squad leader.

The squad leader knows which soldiers are out late at night, which soldiers are always rushing, and what kind of cars they drive. The squad leader also knows that those soldiers are taking risks. He or she has to get in the head of that soldier and intervene.

Attitude and behavior will not be changed with unit safety briefings alone. Policies may state that safety briefings are mandatory, but that does not change behavior. At safety

briefings, soldiers may not be paying attention. Sometimes they are thinking about other things. Changing attitudes and behavior will happen only with education, training, and intervention.

There are a lot of intervention measures that leaders can use in units. One example: when bringing soldiers in from the field, clean up the equipment and hold soldiers overnight before releasing them. Soldiers are tired from stress and little sleep while in the field. As a commander, you can hold the unit for a rest and recovery period so that your soldiers won't be fatigued when hitting the highways. It may not make the soldiers happy, but it could prevent an accident.

It isn't just fatigue from a long week in the field that is a major cause of POV accidents. Another is soldiers rushing to get back to the PT formation on Monday morning. They often depart from their weekend destination late on Sunday night or in the early morning hours on Monday. Focused on getting back in time, they sometimes push it a little too hard and end up killing themselves at 0200 or 0300. The squad leader should know which of his or her soldiers will do this and has a moral responsibility to help change these soldiers' behavior.

"Every Drive Counts" is a new video that links the macho event of jumping out of aircraft and driving a vehicle. The central message is that just like every jump counts, every drive counts. Produced by the Army Safety Center in conjunction with the Airborne School, this additional intervention tool is available at installation safety offices and local training service centers.

In the Army team, trust is critical. We, as leaders, have to build trust with soldiers. But communication in the form of lip service will not cut it. Soldiers quickly discern the leaders who truly care. Using intervention techniques such as holding the unit may not make you a popular commander, but that is acceptable as long as you are a respected commander. We must never forget that soldiers will judge us not by our words, but by what we do. Sometimes tough love is necessary, but it is well worth your being a bit unpopular if it saves a life.

*(Reprinted with permission from Countermeasures, U.S. Army Safety Center, Fort Rucker, Ala.)*



## Army Reservist Helps Recruiter and Classmates After Basic Training

*Story and photo by Leslie Ann Sully, Columbia Battalion*

Pam Jones looks like any other senior at Spartanburg High School, unless you see her on a Wednesday. As Cadet Captain in her Junior Reserve Officer Training Corps (JROTC) unit, she dons her Army uniform that day for school. But, she also wears it one weekend a month. She joined the U.S. Army Reserve in March 2002 and attended basic training last summer at Fort Leonard Wood, Mo. Army Reserve PVT Jones is part of the 108th Training Division in Spartanburg, S.C., where she is a Chemical Operations Specialist.

Jones still keeps in contact with her recruiter, SFC Angelina Craigen, of the Spartanburg Recruiting Station, almost daily. Because she has the unique position of being in high school and having completed Army basic training, her friends and peers seek out information from her. When she returned last August, the questions seemed nonstop. "In the first two weeks (of her return home) I talked with an average of 20 people per week. Now it is about five people per week," Jones said.

"Her age and her personal experience are very valuable," Craigen said of Jones. "I talk to kids at night and then tell them to see her the next day," Craigen said.

Jones said she doesn't mind, although she joked that she felt like a recruiter. She just wants others to know what she now knows. "All I heard before I went was how hard basic was



**SFC Angelina Craigen, Spartanburg RS, meets with her DEP member, Pam Jones, at her high school.**

going to be and that is what most of the kids want to know. It was hard, but not that hard," Jones said.

Jones said she had already fulfilled some of her personal goals and has now set more. "When I was 16, I wanted a CD (Certificate of Deposit) and I worked all summer babysitting but I didn't earn enough to open one. Now I have one with the pay I received from basic training and four months of drill at my reserve unit," she said with a smile. Her youth showed when she confessed to one splurge, "I needed new speakers for my car."

Her new plans include active duty. "I want to go to college and go into the Army fulltime." What changed her mind? Basic training. "I heard so many stories about active duty while at basic training and I liked what I saw and heard."

Jones is considering a local college after her graduation this June.

## Sumter, S.C., Recruiters Help Local Authorities

*Story and photo by Leslie Ann Sully, Columbia Battalion*

Nov. 19 seemed like any other day for SSG Tracy McCray, SGT Todd Miller, and SGT Walter Watlington, all of Sumter Recruiting Station.

Then a man ran right past the recruiting station's all glass front office. Next came another man who was obviously chasing the first.

"We could all see the guy (who was doing the chasing) had a gun and a walkie-talkie so we thought he was a cop," McCray said. "We all looked at each other and, three seconds later, we jumped up and said, 'Let's go!'" Watlington added. Miller said he remembers that the guy doing the chasing looked tired. When they got out of the office, they all got words of encouragement from the tire store employees next door who said, "Go get him, Army!"

The recruiters scaled a fence and thought the suspect took a right to the mall but then quickly noticed him heading towards Staples. The suspect did not resist once the recruiters caught up to him and they just detained him until the police arrived. Their station commander, SFC Ernest Sanders, was not



**SGT Walter Watlington, SGT Todd Miller, and SSG Tracy McCray, all of Sumter Recruiting Station, stand by the fence they scaled to apprehend the suspect in front of the Staples store that is in the background.**

surprised when he saw his recruiters go out the door. "They are aggressive individuals," said Sanders.

When asked why they did it with no concern for any possible danger, Miller said, "We just reacted." "It was fun," McCray said. "I just wanted one less bad guy on the street," Watlington said. They all agreed they would do it again. They later found out the suspect had some outstanding warrants and they were glad to know their help made a difference.

## Valdosta Army Recruiter Speeds Up Recruiting

*By Cynthia Womack and Ted Jones, Jacksonville Battalion*

A Valdosta, Ga., recruiter took the fast track to getting the Army message out to prospects in his area.

SSG Michael T. Wiggins Sr. designed a replica NASCAR racer using his personal vehicle as the platform. Wiggins, a volunteer recruiter in the Valdosta Army Recruiting Station since September, began the project using his computer.

"I wanted to have fun in recruiting. So I researched the south Georgia area before I came here and discovered that auto racing is big. So that was the impetus for the project on my POV.

"I designed pictures of it on my computer to find the color scheme I liked and that would be a show stopper," Wiggins said. "I picked the number 79 because after researching the Internet, I could not find anyone in NASCAR who had the number 79. I also picked 79 because that is the Military Occupational Specialty for an Army recruiter. In addition, I learned recently that my grandfather was a member of the 79th Infantry Division during World War II, so there are all those tie-ins I can talk about with prospects.

"I searched the Internet for two months to find the right car for

the project. I bought a 1989 Ford Thunderbird LX. I then went online and purchased the yellow ground effects moulding. I had a graphics and lettering company in Valdosta print the large numbers for the doors and the roof of the car. They also produced the Army of One star on the hood, the goarmy.com signage for the rear panels, my name on the top of the doors, and the number 79 for the right front headlight and left rear tail light.

"I went to Fort Benning and bought the small stickers reflecting the various Army branches — Rangers, Special Forces, OCS, Pathfinders. I put them on the car to simulate the small sponsor stickers seen on NASCAR racers. Again, this gives me something relating to the Army to talk about with prospects.

"Russell Brown Race Car in Valdosta built the NASCAR rear spoiler. Sprayglo, also in Valdosta, did the bodywork and painting. They had the car ready for me to pick up on Veteran's Day, Nov. 11.

"NASCAR is one of this country's largest spectator sports and I thought it would be fun driving the car around while recruiting and representing the U.S. Army. The kids love it and I get a lot of thumbs up from adults as well."

Wiggins said he plans to use the car as an attention-getter at Army recruiting events in his area to help generate leads.



SSG Michael T. Wiggins Sr. and LTG Bryan D. Brown, Deputy Commander, U.S. Army Special Operations Command, with Wiggins Army "race" car. Wiggins brought the car to the Jacksonville Battalion's ATC where LTG Brown was the guest speaker. (Photo by Cynthia Womack)



## Never Stop Prospecting

By Rae Nola Smith, Salt Lake City Battalion

The temperature was below 20 degrees, there was snow covering the roadside, and it was after midnight. SSG Alton Arnold and SSG Peter Martin, Ogden Recruiting Station, were completing the last leg of their trip, returning home from a weekend with their families in southern Idaho.

As they traveled along the quiet, Idaho highway they noticed an empty car parked on the side of the road. It wasn't more than a few minutes before they spotted a young man and woman carrying what appeared to be a baby. It took a few minutes before Arnold could find a place to turn around and return to offer assistance.

Despite a full car, they squeezed the couple in. Fortunately, what looked like a baby turned out to be a blanket they were using to keep warm. Thomas Good of Idaho Falls informed everyone that he and his fiancée, Chelsea, were returning to Weber State University in Ogden, Utah, after making plans for a wedding.

Taking advantage of a great opportunity, Martin began talking about the Army's College Loan Repayment Program, the Army College Fund, and opportunities to receive your choice of jobs and benefits. Twenty minutes into the ride, Good began asking Martin questions. The trip ended before everyone had all their answers, but that didn't stop Good. He was at the recruiting station a couple of days later, took the ASVAB, and enlisted on Jan. 16. He chose to be a paralegal specialist to aid him in his pursuit of a law degree.

Martin laughed when he told everyone about prospecting. "We've all heard of P1, P2, P3, and P4 prospecting, but now there is P75. Prospecting while traveling 75 mph down a highway. Everyone needs to remember that if you don't ask, they can't join. Never stop prospecting."

One more note about Thomas and Chelsea, in between going to school, testing, and enlisting, they were married on Jan. 10.



Guidance Counselor, MSG Philip Johnson, goes over paperwork for Good, while wife Chelsea watches.



Chelsea and Thomas Good with SSG Peter Martin after Thomas enlisted.

## Food Drive is a Success

Story and photo by Galen R. Putnam, Kansas City Battalion

More than 40 battalion personnel, family members, DEP members, prospects and COIs, braved foul weather as they helped to make this year's Chiefs Wives Club Food Drive a success, generating more than \$6,000 in cash donations and two truckloads of food and other necessities.

"It was nice to see the community come together to help those in need," said SSG Ronald Casper, Battalion Headquarters. "I'm glad we had the opportunity to represent the Army. It's good to be able to interact with people who aren't usually exposed to soldiers and what we do."

Organizers expressed their thanks for the Army's participation.

"We owe a lot of our success to the Army recruiters who come out here every year," said Cheryl Snodgrass, food drive coordinator. "We couldn't do it without them."



Shelby Robertson (holding bucket) accepts a cash donation as a Chiefs "Red Coater" volunteer (holding umbrella) celebrates.



## Lawrence Recruiting Station's Mounted Color Guard March in Maple Leaf Days Parade

*Story and photo by Galen R. Putnam, Kansas City Battalion*

Recruiters from the Lawrence, Kan., Recruiting Station took a simple offer to march in a parade and turned it into the battalion's newest and most unique asset — a mounted color guard.

When asked to participate in the Baldwin City, Kan., Maple Leaf Days parade, station commander SFC Donald Courtois had an idea. Since he, along with SFC Douglas Berg and SGT Jason Hauer, were all experienced riders who own horses, why not put together a mounted color guard?

The idea really took off when Courtois called upon an old friend at Fort Riley, Kan., who happens to be the first sergeant of the famed Commanding General's Mounted Color Guard. The outfit provided period uniforms and equipment for the three riders.

After some practice, the trio was ready for its first engagement. Decked out in their Cavalry garb, they ended up being the first horse team to ever lead the Baldwin City parade.

"The whole situation happened pretty fast," said Courtois. We just kept coming up with ideas and things caught fire from there. All of the elements really fell into place for us."

Following their debut, the team was asked to render the colors at the Super Bull Finals bull-riding competition at the American Royal Rodeo in Kansas City.

"It was a real honor to be invited," said Courtois. "I was overwhelmed ... and nervous. It was a great experience being part of the American Royal."

"This is a great way to get out into the community. From just the two events we've done so far, we've received a tremendous response. People have been very receptive," said Courtois. "I can't think of a better way to mix pleasure with work."



(L-R) SFC Donald Courtois, station commander, SGT Jason Hauer, and SFC Douglas Berg from the Lawrence, Kan., Recruiting Station at the Baldwin City, Kan., Maple Leaf Days parade.

## Recruiter Enlists Wife

*Story and photo by Galen R. Putnam, Kansas City Battalion*

The consensus is that if a recruiter can sign up his wife — he must be a pretty darn good recruiter.

Well, SSG Charles H. Eaton from the Harrisonville, Mo., Recruiting Station is that kind of guy, the kind who does everything in a big way.

Wanting to send his wife, Tracy, off to basic training in style, Eaton had an idea. A local radio station was sponsoring an event to take place at the Toby Keith concert scheduled for the weekend prior to his wife's departure. So he wondered ... was there any way he could take his wife backstage to meet Toby?

Unfortunately, there were no provisions granting such access but there was an alternative — participate in the local radio station Toby Keith Boot Camp.

The Eatons were selected to participate in the contest. The event pitted six couples against one another in a variety of events including an obstacle course, rope climb, wheelbarrow race and others. The contest wasn't all physical. The "Talk About Me" event gave the contestants a chance to flex their minds (and jaws). With his sales training, recruiting background, and gregarious demeanor, Eaton slam-dunked the competition.

Going into the final and most difficult event, the obstacle

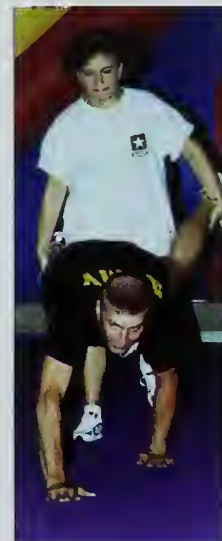
course, the Eatons needed to finish either first or second to win the contest — which they did.

For their efforts, the Eatons received front row tickets and VIP passes for the Toby Keith concert. But that's not all, they also got to meet Keith, tour his luxury bus, and have dinner with the band and road crew.

"It was an awesome experience," said Tracy, who after basic training faces 26 additional weeks of training as an X-ray technician. "I never dreamed we would have the chance to do something like this."

With Tracy's departure looming, the excitement reduced the couple's anxiety ... somewhat.

"It will be tough being apart for so long while she is at school but that's just something you have to deal with," said Charles. "At least we had a memorable last weekend together. I'm sure it's something we will never forget."



SSG Charles Eaton and his wife, Tracy, compete in the wheelbarrow race event during the Toby Keith Boot Camp contest.





## Mixed Results for U.S. Army NASCAR Team

Performance doesn't always translate into results.

While the record book will show that Jerry Nadeau finished 28th in Sunday's rain-shortened Daytona 500 (109 of 200 laps completed), it won't show the strong performance that Nadeau and the U.S. Army No. 01 Pontiac displayed in NASCAR's season opener.

After starting 42nd, Nadeau jumped out of the gate quickly and was running in the top 20 by lap seven. He continued to run strong and when the race was red flagged for the first time on lap 63 due to rain, the U.S. Army driver was positioned in 15th place.

"We knew we had a good car at that point and felt the opportunity was there to have a great day of racing," said Nadeau. "The car was awesome and responded to whatever changes we made."

After a one-hour delay, action resumed on the 2.5-mile tri-oval, and within a few laps Nadeau was running in the top five. He continued to run with the lead group, but on lap 96 a pit road incident abruptly stopped the momentum of the U.S. Army car.

"We got blocked in by Kurt Busch," said Nadeau. "I backed up and couldn't get it into first (gear). Then he backed up and it was just a whole mess. When I finally got back onto pit road I got into Mike Skinner and tore up a fender. We came back in and fixed it. It was unfortunate."

The incident cost Nadeau 29 positions – he went from fifth to 34th. But with the right fender fixed, Nadeau was back picking off positions. However, the rain returned on lap 109, forcing NASCAR officials to once again red flag the race. A short time later, the race was called.

"When we got back running, the U.S. Army Pontiac Grand Prix was once again strong," said Nadeau. "I hate it for all of my guys because they all worked hard and did a superb job today. They deserved better. But, we'll just take it and go to Rockingham next week and try to win there."

Crew chief Ryan Pemberton also expressed mixed feelings.

"I'm disappointed with finish, but happy with the performance," said Pemberton. "In one breath, I'm mad that we were 28th, but in another breath, I'm happy how competitive we were. I go back and forth, but, overall, the team is jelling and I am looking forward to the rest of the season."

## Army Postcards, Pageantry Help NASCAR Fans Support Soldiers

Along with the U.S. Army's NACSAR debut in Winston Cup racing comes the opportunity for race fans to connect with soldiers and celebrate America's military history through pageantry. During the 45th running of the Daytona 500, the Army is launching its "Support Your Soldiers" postcard campaign and showcasing the musical and historical Flag Story.

Throughout the racing weekend, NASCAR fans will be able to stop by the Army Interactive area or one of seven satellite locations and send a message of support to any soldier deployed on a unique Army Racing postcard. The Army will collect the postcards, featuring the Army "01" Pontiac driven by Jerry Nadeau, and distribute them to soldiers overseas.

"This is a meaningful way for NASCAR fans to show how much they care and appreciate everything our soldiers are doing to preserve freedom across the globe," said LTG Dennis D. Cavin, commanding general, for the U.S. Army Accessions Command. "A message from home means so much to the men and women deployed overseas, and Jerry is just the kind of representative we want leading the effort."

In late December, Nadeau visited soldiers in Afghanistan and Kuwait along

with Army NHRA Top Fuel driver Tony Schumacher and fellow NASCAR veteran Geoff Bodine.

"Spending time with soldiers in Afghanistan was a transforming experience for me," Nadeau said. "My father served in the Army, so I understand their values. But seeing those values in action was incredible and provided a vision of what the Army 01 racing team should be."

The Flag Story features more than 100 soldiers from the 3rd U.S. Infantry (The Old Guard) Fort Myer, Va., dressed in period uniforms and in ceremonial dress blues carrying state and territorial flags.

A fast-paced travel through the growth of a nation, the Flag Story outlines the history and role of the U.S. Army. The program features soldiers in period uniforms from the Revolutionary War, the Civil War, World War I, World War II, the Korean War, Vietnam, Desert Storm, and ongoing missions.

"One of the great benefits fans get from our partnership with NASCAR is the opportunity to showcase these stirring programs," said Cavin. "The Flag Story is an opportunity to see the history of the United States through the eyes of the millions of young soldiers whose dedication and sacrifice ensured the freedoms we all enjoy."

For more information about the U.S. Army and its racing programs visit [www.goarmy.com](http://www.goarmy.com).



Vice Chief of Staff of the U.S. Army, GEN John Keane, introduced Jerry Nadeau, driver of the U.S. Army sponsored Winston Cup Series NASCAR auto, to U.S. Army troops stationed in Afghanistan. Nadeau debuted behind the wheel of the Army sponsored stock car, #01, in the February 16th running of the Daytona 500. (U.S. Army photo by CPL Keith A. Kluwe)



## EArmyU Expands to Three Additional Installations

By William J. Kuusich, Education Division

The word on the street and a "The Way I See It" response in December's issue of the RJ stated that the Army planned to go Armywide with the eArmyU program in January. DA has had to change its plans and announced that only Forts Bliss, Knox, and Sill will be added to the program during FY 03. However, soldiers enrolling in eArmyU at these new locations will not be issued a laptop or printer. They will receive full tuition and books.

The Assistant Secretary of the Army for Manpower and Reserve Affairs and the eArmyU Program Office are performing an independent program evaluation of the impact of the technology packages received by soldiers when enrolling in the program. The goal of the evaluation is to serve as a decision support tool for senior Army leadership in shaping future program funding levels.

The program evaluation will support funding decisions on retaining the laptop, continuing the three-year Service Remaining Requirement, or implementing the program with modifications to both program elements. The evaluation will also assist in the ability to identify program impact on the Army to include personnel retention, quality of life, and readiness.

These three new installations and Forts Hood, Drum, Campbell, Lewis, Bragg, and Schofield Barracks will be limited to only 1,000 new enrollments each. DA will limit the other three CONUS installations participating in the program to the following number of new enrollments: Fort Benning 750, Fort Carson 600, and Fort Wainwright 1,070. Heidelberg and Camp Casey will be limited to 150 new enrollments each. Since funding will be limited, the education centers will have to establish an order of merit so as to prioritize who will be able to enroll.

More information concerning eArmyU can also be found on the USAREC home page at [home.usarec.army.mil/eArmyU/index.html](http://home.usarec.army.mil/eArmyU/index.html). This site contains information on the enrollment process and the geographical areas the participating installations serve.

## Shades of Green at Disney World Taking Reservations for December 2003 Reopening

American Forces Press Service

Reservation lines are open for the Dec. 15, 2003, reopening of a new, improved Armed Forces Recreation Center Shades of Green hotel on Walt Disney World Resort.

Shades of Green has been closed for expansion and complete renovation since early 2002. Meanwhile, guests eligible to stay there have been booked into Disney's Contemporary Resort at Shades of Green's daily rates. The rates are based on rank from a low of \$66 for E-1s through E-5s to \$99 for senior officers. The range starting Dec. 15, 2003, will be \$70 to \$116.

"We've already booked our first military wedding on Dec. 29 for 250 people," said Jim McCrindle, the hotel's general manager since it opened in 1994.

When Shades of Green reopens, he said, it will have double the guest space at 586 rooms, a new 500-space parking garage, and 7,500 square feet of flexible special-event space for reunions, weddings and other family-oriented social functions. There will be 11 suites, up from just one.

He said more rooms will conform to the standards of the Americans with Disabilities Act. "We had handicapped-accessible rooms before, but now we will have bona fide ADA-designed and equipped rooms with the wider bathroom doors and the roll-in showers," he said.



Artist's rendering of a new waterfall built at the entrance to the expanded Shades of Green Armed Forces Recreation Center hotel on Walt Disney World Resort. There are five waterfalls, each a tribute to one of the five branches of military service. (Photo courtesy of the Army Community and Family Support Center.)

Nine of the existing rooms were completely renovated to ADA standards.

The nearly-two-year project includes complete makeovers of all the existing rooms to the same standards as the new ones — new carpet, paint, curtains, mattresses, and bedspreads.

"All the rooms are exactly the same size and everything is brand new," McCrindle said. In essence, he said, guests who want a new room don't have to ask — every room will be new.

All rooms will have standard amenities such as ironing boards and televisions, but there will be some new twists — refrigerators, wireless TV keyboards, and 12 hours of Internet access for about \$6. Guests will be able to play TV video games, in-room movies and order attraction tickets online from the hotel's tickets and tours office.

The hotel restaurants are being remodeled. The four include a new Northern Italian-themed trattoria. Shades of Green has its own two heated swimming pools, a kiddie pool, play area, and tennis courts. It's situated among three Walt Disney World Resort golf courses: two 18-hole championship courses and a nine-hole executive course with discounted greens fees for military players. Free shuttle bus service transports guests to and from Disney attractions.

The hotel has operated at or near 100 percent occupancy from the moment its doors opened, McCrindle said. Guests who could not be housed at Shades of Green were placed in other hotels on and off the Disney resort. Customer demand has been so high, it's spurred the whole expansion project, he said.

Shades of Green is financially self-sustaining; no taxpayer dollars are used for operations. The hotel expansion is funded by a civilian commercial loan.

For more details or to make reservations visit [www.shadesofgreen.org](http://www.shadesofgreen.org) or [www.armymwr.com/shades/index.html](http://www.armymwr.com/shades/index.html), or call toll-free 1-888-593-2242.

"The best way to make a reservation is to use the Web site," McCrindle suggested. "That way, you're guaranteed a response within 72 hours. Give alternate dates to your first choice." The phones tend to be overloaded, he added.

The Army Community and Family Support Center in Alexandria, Va.,



operates the four Armed Forces Recreation Centers as the Defense Department's executive agent. The other three are the Hale Koa Hotel [www.halekoa.com] on Waikiki Beach in Honolulu, Hawaii; the Dragon Hill Lodge [www.dragonhilllodge.com] in the Yongsan area of Seoul, South Korea; and AFRC-Europe [www.afrc europe.com.], which has Bavarian resorts in Chiemsee and Garmisch, Germany.

AFRCs are open to DOD identification card holders in all the active and reserve components, active members of the other uniformed services, active DOD civilians assigned outside the United States, military and DOD civilian retirees, and their families. Also eligible are several other smaller groups, such as Medal of Honor recipients and 100-percent disabled veterans.

*(From a U.S. Army Community and Family Support Center news release.)*

## Chaplain Corps Advertising Wins First Place Award

The 2002 U.S. Army Chaplain Corps print advertising campaign has been awarded first place in the International Mobius Advertising Award's Print Advertising-Trade Publication category.

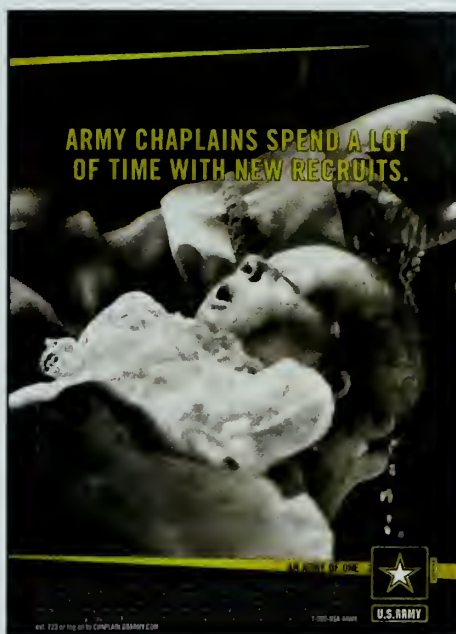
In addition, this campaign has been selected as one of the five finalists for consideration as Print Entry, Best of Show. The winner will be announced at the awards ceremony. The ads entitled "Spiritual Warfare," "Wedding Cake," "Call For Support," "Punchline," "New Recruits," and "Penance" were submitted together as a campaign for this year's competition. The International Mobius Advertising Award has existed since 1971.

Judging is conducted by a broad segment of industry professionals in multiple cities throughout the U.S. Eligible are any TV, cinema, in-flight, cable or radio commercials produced, screened or aired; or any print advertising or package designs. Entries in this year's competition were received from 34 countries around the world. Presentation of awards is solely on the basis of merit. Hence, the Mobius Statuette has become established as one of the most sought after awards in the industry.

Leo Burnett USA, the Army's

contracted advertising agency, is applauded for their efforts to bring light to USAREC's chaplain recruiting mission.

The Gala Awards presentation of the 32nd Annual International Mobius Advertising Awards was held at Sony Pictures Studios in Los Angeles Feb. 21, 2003.



## Army Launched Web-based Science Competition

*By Joe Burlas, Army News Service*

America's middle schoolers accepted the Army's challenge to compete in its new Web-based science, math, and technology competition.

"Accept the Challenge" was the tagline for eCybermission. Senior Army leaders launched the education initiative at Edgar Allen Poe Middle School in Annandale, Va., Oct. 1.

"In America, so many of the privileges and comforts we enjoy were made possible through advances in math, in science, in engineering, and in the technologies they enable," Army Chief of Staff GEN Eric K. Shinseki said.

Shinseki cited statistics of a shrinking science and technology workforce — 45 percent of that labor pool is more than 45 years old, 19 percent is currently eligible for retirement, and 35 percent will be eligible for retirement within the next five years. eCybermission is about reversing that trend, he said.

The Army began working on the

eCybermission concept about a year and a half ago when Shinseki told his staff he wanted the Army to support the president's push to stimulate math, science, and technology interest among American youth, according to Suzanne Carlton, a special assistant to the chief. He also told us he wanted to give something back to the communities that give the young men and women who man the Army's formations, she said.

The Office of the Assistant Secretary of the Army for Acquisitions, Logistics and Technology and Army contractor Booz Allen & Hamilton developed and implemented the eCybermission concept.

The competition ran Oct. 1 through Nov. 28. Judging of projects will occur in May.

Those who were not interested in the competition can still have fun with eCybermission's Mission Max section, Carlton said.

Mission Max is a Web-based interactive game that has players explore a range of planets. As players explore, they are exposed to different problems that require the use of math, science and/or technology to solve. Mission Max was created by the Army's simulation think tank, the Institute for Creative Technologies based in Los Angeles, Calif.

The chief made it clear eCybermission wasn't about recruiting.

"This is about stimulating interest in math, science and technology among American youth — if I want to recruit, I have a whole other organization that does that," Shinseki said.

For more information on eCybermission, click on "eCYBERMISSION — Accept the Challenge" above the photo on the Army Homepage at [www.army.mil](http://www.army.mil).

## DACOWITS Meeting Conducts Business on Women's Status in the Military

*By SFC Doug Sample, American Forces Press Service Advisories*

Here's bad news for folks who argue that women don't belong in the military: Recruitment and retention rates are up; their roles in the military continue to grow; and they're just as good as men at their jobs — or better.

"Naysayers" may find the above facts



discouraging, but they're good news to Carol Mutter, who said she's not surprised by the capabilities of women in uniform.

Mutter is a retired Marine Corps three-star general and the first woman general to command a major deployable tactical command. She now chairs the Defense Advisory Committee on Women in the Services, a group that advises the secretary of defense on issues affecting military women and families.

In recent years, the committee has studied and provided the secretary recommendations on women's health care, retention, and the effects of deployment on recruitment, retention, and military families.

"I came into the military 35 years ago," Mutter said. "When you look at where we were then versus where we are now, there has been an evolution over time of many changes with regard to the role of women in the services, and it will continue to evolve."

The group conducted its first semi-annual business meeting. About 30 civilian and military personnel gathered to hear progress reports from service representatives on how well the military is integrating its more than 60,000 women in uniform, and what roles women may play in future military operations.

Morris Peterson, chief of the Army Personnel Survey Office, Army Research Institute of Behavioral and Social Sciences, in Alexandria, Va., reviewed findings from a recent survey of male and female officers. He said that both officer and enlisted males have positive attitudes about women in the Army, that the attrition rates of men and women are nearly the same, and that men have gained confidence in their female counterparts' abilities.

"Women are doing the work, and they've proven themselves, just as they did in (Persian Gulf War operations) Desert Shield and Desert Storm," Peterson said. He pointed to a survey entry that showed most male officers and enlisted personnel say women are just as capable of handling "male jobs" as men.

"They've proven that they can do the job and that if we go to war, they will certainly do it again," he said.

"Women have largely been integrated

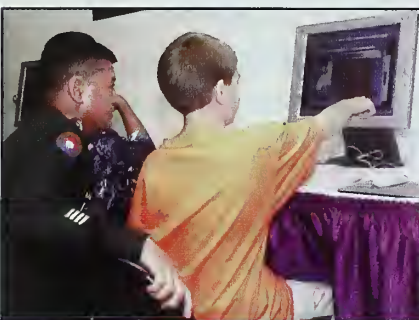
into the military. There are still some acceptance issues, but the integration is less of an emphasis at this point because a lot of it has been done," Mutter said.

Now DACOWITS is turning its attention to making sure that women are trained, that unit readiness is high and that women still have good careers.

Committee members sat through talks on such subjects as retention and readiness, defense strategy, operational readiness, transformation and technology, global security — and even military tactics. A Navy representative, for instance, explained in detail Sea Power 21, the Navy's sea-based support plan for land warfare.

The topics may have been esoteric to some members, but also necessary, Mutter said. Committee members have to see how the services are transforming for the 21st century so they can understand the future needs of military personnel and their families, she explained.

Members need to understand "operational readiness" because whatever recommendations they make to the secretary need to have the bottom line of maintaining or improving that readiness, she said.



GEN Eric K. Shinseki watches eighth-grader Rob Siler give a demonstration of eCybermission, which launched Oct. 1 at Edgar Allen Poe Middle School in Annandale, Va.

## Accessions Command Targets New Recruiting Venues

By Joe Burlas, Army News Service

As the U.S. Army Accessions Command continues its quest to bring in enough recruits to keep the Army manned, it is getting smarter in where it spends its advertising dollars, according to LTG Dennis D. Cavin, Accessions Command commanding general.

Targeted recruiting efforts directed to

17- to 24-year-olds in the past two years include: sponsoring the U.S. Army All-American Bowl for top high school football players with cosponsor Sports-Link; sponsoring Top Fuel Dragster racer Tony Schumacher and NASCAR racer Jerry Nadeau; and placing advertising spots during "The Simpsons" and "Friends" television shows and during broadcast arena football games.

"You have to remember that we bring 110,000 new people every year into the active Army and the Reserve, including officer accessions," Cavin said.

"There is no other organization in corporate America that has to recruit at that level every year. We have to continually check how our message is reaching young Americans to see how well it influences them to join."

That recruiting message, "An Army of One," is about showing that soldiers are more than just muddy boots and rifles. Cavin said, it is about taking individual talents and developing and using them in a solid team. All recruiting messages are accompanied by a "GoArmy.com" tagline that allow those who go to the Web site to get more detailed information on the 200+ different types of Army jobs — everything from an infantryman to an administrative law clerk.

Currently, out of 200 phone calls to prospective recruits, 50 agree to appointments with recruiters, 20 show up for the appointment and eight enlist, Cavin said. "We have to get smarter than that by targeting our time and money where it is more productive," he said.

According to Cavin's director of Strategic Outreach, COL Thomas Nickerson, the current 17- to 24-year-old group, known as the Millennium, is a dynamic group with changing interests. Research into what those changing interests are showed that arena football is currently a popular event for the Millennium Generation. Thus the Army now buys television commercial time for its recruiting ads during arena football games, he said.

"Part of the strategy is to enhance the Army's image with the American public," Nickerson said. "We are committed to doing everything we can to demonstrate their Army is in fact the world's best Army."



## Myers Thanks Millions of Americans for Showing Support to Troops

By Kathleen T. Rhem  
American Forces Press Service

America's top general thanked Americans Feb. 4 for their outpouring of support to their armed forces.

"I want to express my gratitude to the American people for sending their online thank-you note to America's service members, thanking them for defending our nation's freedoms," Myers said during a Pentagon media briefing. He said 3.7 million people to date had visited Defend America, [www.defendamerica.mil](http://www.defendamerica.mil), and signed its online thank-you note.

Defend America is the Defense Department's official Web site for news on the war on terrorism. Along with coverage of top national security leaders, the site also features up-to-date photographs, information on weapons and equipment, personality profiles and human-interest features.

The Web site debuted shortly after U.S. troops went into Afghanistan in response to the Sept. 11, 2001, terrorist attacks. Its online thank-you note was posted in May 2002, Military Appreciation Month.

So many people have been signing the card lately that the total had climbed another 100,000 before Myers left the podium, Defend America editor Linda Kozaryn said.

"Now that people are finding out about the note, more are signing every hour," she said. "It gives them a way to show how strongly America supports her sons and daughters in uniform." She estimated the tally would exceed 4 million by today's end.

DOD officials are working out details of how to make the electronic "signatures" available for service members to see.

## Special Operations Recruiting Company Seeks Recruiters

The SORC is seeking individuals to recruit for Special Forces and for the Special Operations Aviation Regiment. Recruiting for Special Operations units requires the ability to interact effectively with prospective candidates as well as

senior Army leadership. Interested soldiers should meet the following criteria: be a competent briefer, be highly motivated, capable of working alone without direct supervision and, in addition, meet the following prerequisites.

- Male
- MOS 79R
- SSG through junior SFC (less than 3 years TIG)
- No history of recurring disciplinary action
- GT score of 110 or higher
- Score of 229 or higher on the APFT (17-21 age category)
- Airborne qualified or volunteer for airborne duty
- Prior demonstrated success as a station commander with 1-2 years experience
- Can not possess AP-3 profile

Interested station commanders should mail a copy of their 2-1, ERB, DA photo, last 5 NCOER's, DA Form 705 (PT CARD), and contact information to Special Operations Recruiting Company Headquarters, Bldg D-3404, Darby Loop, Fort Bragg, N.C. 28310.

POC is 1SG Christopher Hochstetler at (910) 432-1650 or e-mail at [Christopher.Hochstetler@usarec.army.mil](mailto:Christopher.Hochstetler@usarec.army.mil).

## Test to Open Stateside Space-A Air Travel to Military Families

American Forces Press Service

A one-year test starting April 1 will permit space-available air travel within the continental United States by family members who accompany their military sponsors.

Defense transportation officials said dependents of active-duty members and military retirees will be eligible. Their travel priority during the test will be the same as their sponsor's. The test ends March 31, 2004.

Current regulations allow dependents to travel space-A with sponsors to, from and between overseas points, but prohibit their travel point-to-point within the continental United States. Active duty and retired military members already have space-A privileges stateside and overseas.

To register for space-A travel, active-duty sponsors must be on leave or a

pass and remain in that status while awaiting travel and through the entire travel period.

Retirees may sign up 60 days in advance but not before the test begins April 1.

For more information on the space-A privilege, its rules, registration process, travel procedures, tips, and dozens of frequently asked questions, visit the Air Force Air Mobility Command space-A Web site at [amcpubscott.af.mil/Spacea/spacea.htm](http://amcpubscott.af.mil/Spacea/spacea.htm).

## Officials Warn of Risk of Increased Computer Hacking

By Kathleen T. Rhem  
American Forces Press Service

Increased tensions between America and her allies and Iraq could lead to an increase in "global hacking activities," the government body dedicated to protecting the nation's infrastructure warned.

"Recent experience has shown that during a time of increased international tension, illegal cyber activity ... often escalates," stated a Feb. 11 advisory issued by the National Infrastructure Protection Center. Illegal activities can include spamming, web defacements and denial-of-service attacks.

The advisory warns the hacking activity can come from other countries that are party to the tensions, and can be state-sponsored or -encouraged, or come from individuals or private groups.

Attacks of foreign and domestic origins may arise from political activism by those opposed to war with Iraq. They can also signal criminal activity masquerading as political activism, the advisory warns.

Other hack attacks can come from individuals sympathetic to the U.S. government position on Iraq, "which they view as somehow contributing to the cause," the advisory states.

Infrastructure protection center urges computer and network users to review their defenses against hack attacks and to be increasingly vigilant in monitoring their systems.

For more information, visit the National Infrastructure Protection Center's Web site at [www.nipc.gov](http://www.nipc.gov).

# Gold Badges

**RSM JANUARY 2003**

## ALBANY

SSG Frederick Depka  
SSG Maurice Johnson  
SGT Norman Dine

## ATLANTA

SSG Gregory Davis  
SSG Charles Clute  
SSG Ronald Jones  
SSG Anthony Great  
SSG Fabian Byrd  
SSG Joseph Kennedy  
SSG Algrish Williams  
SSG Willie Fountain  
SSG James Bonner  
SGT Marvin Watson

## BALTIMORE

SFC James Kirk  
SFC James Trent  
SSG Charles Carroll  
SSG Daniel Levi  
SSG Bassirou Ndiaye  
SSG Grant Howard  
SSG Matthew Wood  
SSG Pierre Dye  
SGT Brian Stringfellow  
SGT Latrail Hayes  
SGT Michael Arleth

## CLEVELAND

SFC Orville Gobourne  
SSG James Maxwell  
SSG Joseph Powers  
SSG Charles Shaffer  
SSG Kelly Spangler  
SGT Ryan Ruby  
SGT Andrew Meggison  
SGT Daniel Dempsey

## COLUMBIA

SFC James Arnold  
SFC Melvin Tassin  
SSG George Galloway  
SSG Sean Robinson  
SSG John Love  
SGT Matthew Muna  
CPL Franklin Crowl

## COLUMBUS

SFC Don Phillips  
SSG Benjamin Zumlock  
SSG Bryon Holt  
SGT Keith Snipes  
SGT Jeffrey Anthony  
SGT Rodney Goudy  
SGT Bradley Spaid  
CPL Aaron Weaver

## DALLAS

SSG Roderick Johnson  
SSG Francisco Larraraz

SSG Myron Carter  
SSG Jeremy Heuman  
SSG Andres Sanchez  
SSG John Fuller  
SSG Cynthia Outlaw  
SSG Jose Baez  
SSG Johnny Jara  
SGT Rochelle Elston  
SGT Arroyo Guerrero  
SGT John Mackenzie  
SGT Michael Wyatt  
SGT Mark Biggins  
SGT Donald Crapper  
SGT Robert Contereras  
SGT Timothy Bell  
SGT Jason Hallock

## GREAT LAKES

SSG David Bean  
SSG Michael Glaspie  
SSG James Whitenack  
SSG Jerry Weese  
SGT Charles Battle III

## HARRISBURG

SFC Gerald Ford  
SFC Richard Hoke  
SFC Edgar Taylor Jr.  
SSG Scott Marquis  
SSG William Randall Jr.  
SSG Darren Synder  
SSG Beverly Williams  
SSG Richard Cowgill  
SGT Thomas Lofquist  
SGT Jose Ramos

## HOUSTON

SFC Mitchell Deremer  
SFC Jimmy Bowie  
SSG Robert Burns  
SSG Edward Gary  
SSG Kent Vaughn  
SSG Wanda Fisher

## INDIANAPOLIS

SFC David Lee  
SFC Larry Arnold  
SSG Michael Rutan  
SSG Richard Johnson  
SSG James Marriner  
SSG Robert Moebes  
SGT Robert Clingerman  
SGT Gary Mountjoy

## JACKSON

SFC Choatte Taylor  
SSG Timothy Gamer  
SSG Richard High Jr.  
SGT Fernando Judkins  
SGT Jason Payne  
SGT Jon King

SGT Colin Gilman  
SGT Michael Saxton  
SGT Jason Wilard  
SGT Lovie Moore

## JACKSONVILLE

SSG Cesar Cano  
SSG Dywane Boyd  
CPL Nima Nejad

## KANSAS CITY

SFC Mark Naughton  
SSG Curtis Gowan  
SSG Ronald Trout  
SSG Rogers Jones  
SGT Timothy Chiasson  
SGT Michael Owens

## LOS ANGELES

SSG Rickey Sanders Jr.  
**MID-ATLANTIC**  
SSG Michael Robinson  
SSG Luis Santiago

## MINNEAPOLIS

SSG Shawn Adamek  
SGT Thomas Croon  
SGT Eric Armes

## MONTGOMERY

SFC Charles Marmann  
SFC Lisa Henderson  
SSG Jeffrey Hurd  
SSG Melvin Pierce  
SSG David Chaney  
SSG Sheila Hamilton-Curry  
SSG Ollie Jackson  
SGT Rusty Bradford

## NASHVILLE

SSG Roy Stinson  
SSG David Fuller  
SSG John Docez

## NEW ENGLAND

SFC Daniel Bocko  
SSG Dean Hemstreet  
SSG Thomas Brown  
SSG Walter Greene  
SSG Michael Sadowski  
SSG Charles Zappone  
SSG Roland Meader  
SSG William Lawson  
SSG David Ehrlich  
SSG Geoffrey Seay  
SSG William Moore  
SSG Jose Cosmeortiz  
SSG Chance Giannelli  
SSG Jeffery Mcglone  
SSG Randall Revell  
SSG Frank Tomko  
SGT Winston Williams



## SAN ANTONIO

SFC Christopher Nenniger  
SFC Darrell Wilson  
SFC Juan Moore  
SGT Rucker Waits  
SSG Norman Laird Jr.  
SGT Jose Laboy  
SGT Darryl Fritz  
SSG Douglas Lippert

## SALT LAKE CITY

SFC Maria Vega  
SSG Matthew Matthew  
SGT David Smith  
SGT Logan Emerson

## SEATTLE

SSG Keith Porter  
SSG Patrick Rochford  
SSG Jonathan Selves  
SGT Christian Marsh  
SGT Jeffery Hane

## SOUTHERN

## CALIFORNIA

SSG Octavio Escatel  
SSG John Jensen  
SSG Cleveland Cobb III  
SSG Angela County  
SSG Vidales Ruiz  
SGT Julius Marmito  
SGT Tibor Belt  
SGT Kim Dong  
SGT Brian Krietzner

## ST. LOUIS

SSG Gabriel Massey  
SSG John O'Reilly  
SSG Myron Bogan  
SSG Clifford Poindexter  
SSG Jeffery Miller  
SSG Jermaine Jackson  
SSG Bradley Scott  
SSG Thomas Odom  
SSG Anthony Glover  
SSG Robert Farmer  
SSG Rickey Hunter  
SGT Jimmie Kirkman  
SGT Ryan Seidner

## SYRACUSE

SFC Darrell Thompson  
SFC Timothy Sturgill  
SSG Danny Borden  
SSG Shannon Banks  
SSG James Jinks  
SSG Roger Simmons  
SSG Joseph Baker  
SSG Colin Anderson  
SSG Michael Murphy  
SGT Tyson McElhaney  
SGT Joseph Suto  
SGT Edward Hynes



# Recruiter Rings

RSM JANUARY 2003

## ALBANY

SFC Ronald Dyson

## ATLANTA

SFC Anthony Jenkins

SFC Leslie Peterson

SFC Timothy Hagen

SFC Willie Cross

SFC James Buckland

SFC James Williams

## BALTIMORE

SSG John McLean

## BECKLEY

SGT Jathan Day

## CLEVELAND

SFC John Meister

## COLUMBIA

SFC David Chamberlain

SFC Danette Dinkins

SSG Carlos Jackson

SSG Christopher Bender

SSG Frederick Paden

## COLUMBUS

SFC Mark Lovin

SFC John Whitfield

SFC Lee Ferrell

SSG Anthony Sigmund

SSG James White III

SSG Darren Orr

## DENVER

SFC Michael Shellman

SSG Kenneth Griffing

## GREAT LAKES

SFC Stanley Loehmer

SFC Robert Labine Jr.

SSG Michael Vacanti

## HOUSTON

SSG Reynaldo Rodriguez

SSG Jesse Castellano

## INDIANAPOLIS

SFC Aaron Boetsch

## JACKSON

SSG Christopher DeLambert

SSG Keesha Dancy-Jones

## JACKSONVILLE

SFC Mary Slaughter

SFC Grady Crawford

SSG Leo Cornwell

SSG Isaac Romero

SSG Willard Holland

SGT Samuel Bell

## KANSAS CITY

SFC William Fisher

SSG Alphonso Nelson

## LOS ANGELES

SFC Larry Vaquero

SFC Aquelino Sanchez

## MIAMI

SFC Anthony Davis

SFC Luis Serrano-Davila

SSG Benjamin Cintron Jr.

SSG Efrain Vega

SSG Jennifer Kelley

## MILWAUKEE

SGT John Zonta

SGT Michael LaHaye

## MINNEAPOLIS

SFC Stephen Chapman

SFC Joseph Murphy

SFC Dennis Griffin

SSG Bruce Banta

SSG Lester Clason

## MONTGOMERY

SSG Almeter Thompson

## NASHVILLE

SFC Gregory Stafford

## NEW ENGLAND

SFC Rene Bravo

SSG Richard Tufts Jr.

SSG Anthony Lavertu

SSG Claude Weese Jr.

SSG Harold Grant

SSG Gregory Shirk

## NEW YORK CITY

SFC Edgardo Andino

## PHOENIX

SFC Rueben Marquez

SFC James Turner

## PITTSBURGH

SFC Keith McGaw

SFC Walter Mays

## PORTLAND

SSG Timothy Hodges



## RALEIGH

SFC Avelino Brooks

SFC Wayne Miracle

SFC Michael Lovejoy

SSG Lance Mcewan

SSG Andrew Smith

SSG Sonya Drake

SSG Michael Fernandez

SGT Brian Johnson

## SALT LAKE CITY

SFC Timothy Foster

SSG Teddy Desouza

SSG Ronald Denton

## SAN ANTONIO

SSG Silvestre Sancha Sotelo

## SOUTHERN

## CALIFORNIA

SFC Timothy Kelley

SSG Ben Gibbins

## TAMPA

SSG Ismael Lopez

SSG Ronald Trimmings

SSG Derek Long

SSG Toshia Hareld

SGT Omar Garcia

## HQ USAREC

## SPECIAL FORCES

## RECRUITING

SFC Gregory Clark

# Morrell Awards

RSM JANUARY 2003

## BALTIMORE

SFC Iress Dean

## JACKSONVILLE

SSG Anthony Booze

## MILWAUKEE

1SG Barney Pinckney

## MONTGOMERY

SSG Frederick Johnson

SSG Rick Mee

## NASHVILLE

SSG David Martin

## OKLAHOMA CITY

SFC John Gray



## PHOENIX

SSG John Taylor Jr.

# The Test

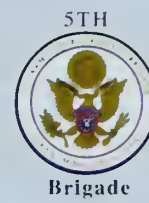
1. Who is ultimately responsible for the general welfare and shipping of the DEP/DTP member?
  - a. Recruiter of credit
  - b. Station commander
  - c. First sergeant
  - d. Company commander
2. How often is the DTP member followed up after returning from basic training?
  - a. Weekly, until the last 45 days
  - b. Monthly, until the last 45 days
  - c. Quarterly, until the last 45 days
  - d. Quarterly, until the last 30 days
3. The command goal is to ship not less than 90 percent DEP/DTP members to basic training.
  - a. True
  - b. False
4. Recruiters will immediately notify their \_\_\_\_\_ of any circumstances that change a DEP member's status.
  - a. CLT
  - b. BLT
  - c. Battalion operations
  - d. Station commander
5. What certificate should a recruiter use to reinforce a DEP member's personal decision to enlist as well as outline some goals which they should meet while waiting to ship to BT?
  - a. USAREC Form 1136
  - b. USAREC Form 1041
  - c. USAREC Form 1135
  - d. USAREC Form 994
6. One of the single most important locations to face-to-face prospect is the \_\_\_\_\_.
  - a. College campus
  - b. High school
  - c. YMCA
  - d. Apartment complex
7. The telephone is a tool for selling. It is not used to create interest to obtain an appointment.
  - a. True
  - b. False
8. The best advertisement for the Army is a \_\_\_\_\_.
  - a. Recruiter
  - b. Television commercial
  - c. Banner
  - d. Computer
9. A prospect must score above \_\_\_\_\_ on the American College Test in order to be a member of the critical market segment.
  - a. 11
  - b. 13
  - c. 16
  - d. 18
10. School folders are initiated on \_\_\_\_\_.
  - a. 1 July
  - b. 1 June
  - c. 1 September
  - d. 1 August
11. What FM covers the Army noncommissioned officer duties and responsibilities?
  - a. FM 22-100
  - b. FM 22-6
  - c. FM 7-22.7
  - d. FM 22-101
12. What is the URL for the Army Noncommissioned Officer Guide?
  - a. [www.adtdl.army.mil/cgi-bin/atdl.dll/fm/7-22.7/toc.htm](http://www.adtdl.army.mil/cgi-bin/atdl.dll/fm/7-22.7/toc.htm)
  - b. [www.learn.usarec.army.mil/rc/](http://www.learn.usarec.army.mil/rc/)
  - c. [www.perscom.army.mil/opfamacs/](http://www.perscom.army.mil/opfamacs/)
  - d. [www.perscom.army.mil/epncoes/newsletter.htm](http://www.perscom.army.mil/epncoes/newsletter.htm)
13. In what chapter of the NCO Guide can you find the history and background of the noncommissioned officer?
  - a. Chapter 1
  - b. Chapter 2
  - c. Chapter 3b
  - d. Chapter 4
14. Where in the NCO Guide can you find who conducts Sergeants Time Training?
  - a. Chapter 5
  - b. Appendix A
  - c. Chapter 3
  - d. Appendix B
15. Where in the NCO Guide can you find counseling and mentorship?
  - a. Chapter 1
  - b. Chapter 5
  - c. Appendix C
  - d. Appendix D

The answers to this month's test can be found on the inside back cover.



# Mission Box

## The Achievements of One that Contribute to the Success of the Team



### RSM January 2003

#### Top Regular Army Recruiter

SSG Bassirou Ndiaye  
Baltimore

SSG Thomas Kaszas  
Columbia

SSG Bryce Nusbaum  
Milwaukee

SSG William Bowers  
Dallas

SSG Kenneth Riley  
Phoenix

#### Top Army Reserve Recruiter

SFC Steven Crager  
Albany

SSG George Gamble  
Montgomery

SGT Aaron Thomas  
Milwaukee  
SGT Michael LaHaye  
Milwaukee

SFC Michael Minner  
Des Moines

SGT Eliezer Fournier  
Sacramento

#### Top Limited-Production Station

Erie  
Pittsburgh  
SFC Eric Hawes

Antioch  
Nashville  
SFC Michael Hagan

Toledo East  
Cleveland  
SFC Curtis Benton

Cedar Rapids  
Des Moines  
SFC Scott Swalla

San Jose East  
Sacramento  
SFC Jerry Estrada

#### Top On-Production Station

Bristol  
Beckley  
SFC David Owens

Corinth  
Jackson  
SFC Randall Gentry

Hillsdale  
Great Lakes  
SFC Jeffrey Fayette

Ottumwa  
Des Moines  
SFC Stacy Sherman

Metro Center  
Phoenix  
SFC Edward Boatwright

#### Top Company

Northshore  
New England

Ashville  
Columbia

Libertyville  
Chicago

Manhattan  
Kansas City

Phoenix Central  
Phoenix

#### Top Battalion

None

Raleigh

Indianapolis

Kansas City

None

#### Top Army Medical Department Detachment

Southeast

Carolina

Great Lakes

New Orleans

Rocky Mountain

### Answers to the Test

1. a. USAREC Reg 601-95, chap 2, para 2-1a
2. c. USAREC Reg 601-95, chap 2, para 2-4c(6)
3. a. USAREC Reg 601-95, chap 3, para 3-1b
4. d. USAREC 601-95, chap 3, para 3-1d
5. c. USAREC 601-95, chap 4, para 4-2e
6. b. USAREC Pam 350-7, chap 6, para 6-6a
7. b. USAREC Pam 350-7, chap 6, para 6-4g(3)
8. a. USAREC Pam 350-7, chap 2, para 2-1b

9. d. USAREC Pam 350-7, chap 3, para 3-1c
10. a. USAREC Pam 350-13, chap 4, para 4-3
11. c. [www.adtdl.army.mil/cgi-bin/atdl.dll/fm/7-22.7/toc.htm](http://www.adtdl.army.mil/cgi-bin/atdl.dll/fm/7-22.7/toc.htm)
12. a. [www.adtdl.army.mil/cgi-bin/atdl.dll/fm/7-22.7/toc.htm](http://www.adtdl.army.mil/cgi-bin/atdl.dll/fm/7-22.7/toc.htm)
13. a. FM 7-22.7, Chap 1
14. b. FM 7-22.7, Appendix A
15. b. FM 7-22.7

## 2002 Annual Awards

